

**City of Brighton**  
**Principal Shopping District Board Meeting Minutes**  
**January 8, 2019 7:45 a.m.**

1. Meeting called to order by Mark Binkley at 7:45 a.m.

Those in attendance:

Mark Binkley Y	Robert Lulgjuraj N
Kristoffer Tobbe Y (left at 9:19 a.m.)	John Okoniewski Y
Annette Jacoby N	Lisa Nelson Y
Matt Becker Y	Jon Innes Y
Jennifer Ling Y	

**Motion** by Tobbe, seconded by Innes, to excuse Lulgjuraj and Jacoby. The motion carried 7-0-2.

Staff:

Nate Geinzer

Audience: 1

2. **Approval** of January 8, 2019 Agenda

Nate Geinzer asked that an amendment to the banner calendar be added under New Business.

**Motion** by Tobbe, seconded by Okoniewski, to approve the January 8, 2019 agenda as amended. The motion carried 7-0-2.

3. **Approval** of December 4, 2018 Meeting Minutes

**Motion** by Becker, seconded by Nelson, to approve the December 4, 2018 meeting minutes. The motion carried 7-0-2.

4. **Approval** of December 2018 Financial Report

Nate Geinzer stated there were \$9,225 under committed expenses, and \$6,160 of available fund balance. He stated a Ladies Night Out (LNO) reimbursement of \$100 and the WHMI campaign expense would be on the next month's report.

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**Motion** by Okoniewski, seconded by Nelson, to approve the December 2018 financial report. The motion carried 7-0-2.

5. Call to the public was opened at 7:50 a.m.

Hearing and seeing none, the call to the public was closed at 7:50 a.m.

6. Old Business

a. Discussion of Social Media Strategies

Lisa Nelson introduced Libby Villar from Michigan.com. She stated she has been using them for her advertising for the last three months. Libby Villar gave a background of the company and discussed their advertising products. Lisa Nelson stated she was no longer doing radio advertising for her business. She stated in nine months only three people had stated they had heard her ad on the radio versus four to seven people per week who stated they had seen her Facebook ads. The Board discussed their budget and possibly doing a co-op for digital advertising. Libby Villar stated she could put something together for the PSD and discussed pricing. Kristoffer Tobbe discussed using the remaining budget on advertising in order to obtain metrics.

b. Discussion of February 5th Meeting Format and Goals

Nate Geinzer stated he would not be at the February 12 meeting. The Board discussed the format for both the February 5 and February 12 meetings. Kristoffer Tobbe stated the presentation should include a slide showing past changes in PSD funding. Nate Geinzer stated he would send out a final version of the notice before mailing it out to the merchants.

7. New Business

a. 2019 Banner Calendar

Nate Geinzer discussed the grand opening of the amphitheater on May 4. The Board discussed adjusting the banner dates to accommodate the Grand Opening and LNO. Nate Geinzer stated the Grand Opening banner would be up from March 11 to March 22, LNO would be up from March 22 to April 5, the Grand Opening banner would be up from April 5 to April 22, LNO would be up from April 22 to May 3, and the Grand Opening banner would be up from May 3 to May

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6. He stated the Valentine's Day banner would be up January 24 since the Winter Sale had been canceled.

**Motion** by Becker, seconded by Nelson, to approve the banner calendar as amended. The motion carried 7-0-2.

Nate Geinzer asked if the Board would consider looping the Jazz at the Pond banner into the calendar as well as a new summer program through the Brighton Arts and Culture Commission (BACC).

8. Liaison Reports:

a. City Council

Kristoffer Tobbe stated the next City Council meeting would be January 17.

b. Chamber of Commerce

Sophia Frenni announced a free marketing webinar on Wednesday from 12 p.m. to 1 p.m. She stated the Chamber's annual meeting would be February 7 at Oak Pointe, and she announced an economic luncheon on January 29 from 11:30 a.m. to 1 p.m.

c. Downtown Development Authority (DDA)

Nate Geinzer stated the DDA would be discussing the budget for the grand opening as well as naming the amphitheater and discussing their community promotions budget at their next meeting.

9. Board Member Updates

None

10. Staff Updates

Nate Geinzer stated there was a survey going out to merchants as part of the downtown parking study. He stated the spring LNO banner needs new grommets and the event date has to be updated to May 7.

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11. Last call to the public was at 9:24 a.m.

Sophia Frenni, stated the countdown clock for the fence would be great for marketing.

The call to the public was closed at 9:24 a.m.

12. Adjournment

**Motion** by Nelson, seconded by Innes, to adjourn the meeting at 9:24 a.m. The motion carried 6-0-3.

Respectfully submitted,

Wendy Ayala, Recording Secretary  
January 8, 2019