

City of Brighton
Principal Shopping District Board Meeting Minutes
February 12, 2019 6:30 p.m.

1. Meeting called to order by Mark Binkley at 6:33 p.m.

Those in attendance:

Mark Binkley Y
Kristoffer Tobbe Y
Annette Jacoby Y
Matt Becker N
Jennifer Ling N

Robert Lulgjuraj N
John Okoniewski N
Lisa Nelson Y
Jon Innes Y

Motion by Innes, seconded by Jacoby, to excuse Ling, Lulgjuraj, Okoniewski, and Becker. The motion carried 5-0-4.

Audience: 9

2. **Approval** of February 12, 2019 Agenda

Motion by Tobbe, seconded by Innes, to approve the February 12, 2019 agenda as presented. The motion carried 5-0-4.

3. Call to the public was opened at 6:34 p.m.

Hearing and seeing none, the call to the public was closed at 6:34 p.m.

4. Old Business

- a. Round Table Discussion: What has worked well? & What would work better if?

The PSD Board gave introductions of themselves. Mark Binkley discussed the PSD's history. Kristoffer Tobbe discussed the purpose of the PSD and ways they have promoted the downtown. Andre Duscio, Andre's Fine Jewelers suggested ways to inform and educate merchants about the PSD. He also discussed downtown Plymouth as an example of a successful downtown. Mara Ikens, Art Ventures, discussed why she chose Brighton for her business and stated she wants a community oriented downtown. Dave Norman, Lu and Carl's, suggested expanding the downtown area. Mr. Duscio suggested the City market available downtown properties. Mr. Norman discussed the shortage of parking in the downtown. He asked how the

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PSD is currently being funded and what the plan is moving forward. Mr. Binkley discussed the possibility of going for a Special Assessment District (SAD) renewal to fund the PSD. Mr. Norman recommended an SAD rate that was the same as the previous rate. He also suggested expanding the SAD area. He discussed the money that was spent on the branding logo and stated the PSD should be conservative with how funds are spent. Karley Leisk, Culture Beer & Cheese, suggested having an incentivized shopping event to bring people downtown. She discussed how Howell's downtown businesses organize events together. Lisa Nelson stated the PSD has supported merchant driven events in the past and is willing to support events that are brought to the PSD. Mr. Norman discussed business hours of merchants in the downtown and the lack of open businesses in the evening. Lauren Donahue, Studio West Gallery, asked about the Ladies Night Out and Taste of Brighton events. Mr. Binkley stated there was funding for the spring Ladies Night Out but that the PSD would not be funding Taste of Brighton. Kathleen London, London Beauty, discussed the need for data from downtown events to find out how people hear about the downtown. Mr. Binkley discussed the PSD possibly doing social media advertising. Ms. London stated she felt the PSD had a PR problem. Mr. Norman suggested having a catchphrase for the PSD. Lisa Nelson discussed PSD members providing mentorship to new businesses who want to hold events. Mr. Norman asked how much money the PSD needed. Mr. Tobbe stated the last SAD was for \$119,000. He stated this group has been very refreshing and makes him want to push forward. He also discussed the City's financial standing and ballot proposal in May. He thanked the merchants for attending the discussion.

5. Last call to the public was at 8:00 p.m.

Hearing and seeing none, the call to the public was closed at 8:00 p.m.

6. Adjournment

Motion by Tobbe, seconded by Innes, to adjourn the meeting at 8:00 p.m. The motion carried 5-0-4.

Respectfully submitted,

Wendy Ayala, Recording Secretary
February 13, 2019