

City of Brighton
Principal Shopping District Board Meeting Minutes
February 5, 2019 7:45 a.m.

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

Those in attendance:

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

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

Motion by Tobbe, seconded by Okoniewski, to excuse Innes. The motion carried 8-0-1.

Staff:

Nate Geinzer

Audience: 7

2. **Approval** of February 5, 2019 Agenda

Jennifer Ling requested that a May Ladies Night Out discussion be added under old business.

Motion by Tobbe, seconded by Becker, to approve the February 5, 2019 agenda as amended. The motion carried 8-0-1.

3. **Approval** of January 8, 2018 Meeting Minutes

Motion by Becker, seconded by Nelson, to approve the January 8, 2018 meeting minutes. The motion carried 8-0-1.

4. **Approval** of January 2019 Financial Report

Nate Geinzer stated the banner expense would come out next month.

Motion by Okoniewski, seconded by Ling, to approve the January 2019 financial report. The motion carried 8-0-1.

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5. Call to the public was opened at 7:48 a.m.

Michael Lenninger, Neighbors Magazine, asked how the parking survey was going.

Nate Geinzer stated the survey had received a strong response from employees and business owners. He stated it would remain open until Wednesday and City Council would receive an update from the consultants on March 7.

The call to the public closed at 7:50 a.m.

6. Old Business

- a. May Ladies Night Out (LNO)

Nate Geinzer stated the Chamber had offered to do the two LNO events. He stated there was \$3,000 in the budget for both events. He also stated there was no WHMI ad for the spring LNO but that he would follow up with Emily Marone from WHMI and bring a number back for the March meeting.

7. New Business

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

Mark Binkley gave a history of the PSD. Matt Becker discussed the different types of advertising that the PSD has done and which ones have worked. Whitney Stone, Two Stones Events, discussed the advertising methods she has used for her business and the different demographics they reach. Kristoffer Tobbe discussed the purpose of the PSD. Kathleen London, London Beauty stated she would consider paying dues to help subsidize the PSD. She suggested advertising of the new businesses and upcoming projects in the downtown. She also suggested offering community hours to students in exchange for social media advertising and projects. Ms. London discussed cross integration for events that are centered on the Mill Pond so that all of the Main Street merchants could participate. She also proposed doing a fan festival based on a popular show or movie. Nate Geinzer stated the PSD could look at a way to collect dues but he would have to investigate how. Ms. London suggested selling tickets as a way to fund events. She also suggested holding meetings that were more open to discussion. Kristy, The White Dress, stated she opened her boutique in 2011 but does not feel that there is a sense of belonging by the merchants. Lisa Nelson discussed networking events for the merchants and the importance of forming personal connections. She suggested that PSD Board members visit

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each new business as it opens to welcome the new merchants. Michael Lennigner discussed attracting specific types of businesses downtown. Ms. London stated the City of Birmingham had hired a broker to look for specific businesses for their downtown. Nate Geinzer discussed the types of direct outreach staff is working on. He discussed the lack of open businesses during weekends and nights. Whitney Stone suggested doing a restaurant week. Lisa Nelson stated Traverse City has Shop Your Community Days where a percent of sales are donated to an organization. Cal Stone, Two Stones Events, discussed communities that have PR segments on the news.

8. Liaison Reports:

a. City Council

Kristoffer Tobbe stated the next City Council meeting would be February 7 starting with a study session at 6:30 p.m. He stated City Council is currently discussing the budget and street millage.

b. Chamber of Commerce

Sophia Frenni stated ribbon cutting events for new businesses were good opportunities for the PSD members to meet the downtown merchants.

c. Downtown Development Authority (DDA)

Nate Geinzer stated Giffels Webster will be starting on the streetscape project soon.

9. Board Member Updates

None

10. Staff Updates

Nate Geinzer stated a street millage proposal will be on the May 7 ballot. He stated the new City website will be going live soon and discussed the grand opening of the amphitheater on May 4.

11. Last call to the public was at 9:07 a.m.

Hearing and seeing none, the call to the public was closed at 9:07 a.m.

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12. Adjournment

Motion by Tobbe, seconded by Ling, to adjourn the meeting at 9:08 a.m. The motion carried 8-0-1.

Respectfully submitted,

Wendy Ayala, Recording Secretary
February 5, 2019