

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

1. Meeting called to order by Mark Binkley at 7:47 a.m.

Those in attendance:

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

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

Motion by Innes, seconded by Okoniewski, to excuse Nelson, Lulgjuraj, and Tobbe. The motion carried 6-0.

Audience: 2

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

Jon Innes asked that a discussion of the Downtown Brighton website be added under unfinished business.

Motion by Becker, seconded by Ling, to approve the March 5, 2019 agenda as amended. The motion carried 6-0.

3. Approval of February 5, 2019 Meeting Minutes

Motion by Becker, seconded by Okoniewski, to approve the February 5, 2019 meeting minutes as presented. The motion carried 6-0.

4. Approval of February 12, 2019 Meeting Minutes

Motion by Okoniewski, seconded by Innes, to approve the February 12, 2019 meeting minutes as presented. The motion carried 6-0.

5. Acceptance of February 2019 Financial Report

Nate Geinzer stated there were two refunds for banners that had to be replaced.

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Motion by Okoniewski, seconded by Innes, to approve the financial report. The motion carried 6-0.

6. Call to the public was opened at 8:00 a.m.

Emily Marone, WHMI, stated she was there to show her support and would try to attend future PSD meetings.

The call to the public was closed at 8:01 a.m.

7. Unfinished Business

a. Round Table Discussions Debrief

The Board discussed the two roundtable discussions that were held. Jen Ling stated it was important to educate the merchants about the PSD. The Board discussed the role of the Downtown Development Authority (DDA) in promoting the downtown. Mark Binkley stated it would be good to hold quarterly open meetings to get feedback from the merchants. The Board discussed supporting events that merchants put on. Jon Innes discussed the Board coming up with a business plan moving forward.

b. Discussion of Downtown Website

Nate Geinzer stated the website was currently being redirected to the Downtown Brighton Facebook page and that the new city website would be live in the next few weeks. Jon Innes stated the Downtown Brighton Facebook page had a broken link that needed to be removed.

8. New Business

a. Discussion on May Ballot Questions

Mark Binkley asked if the ballot question for the roads could include a portion of the funds to be dedicated to Civic Event fees. Nate Geinzer discussed the ballot language and stated it would spell out how the funds would be used. He stated City Council sees value in civic events and is looking at a balanced approach. Jon Innes discussed a proposed gas tax that would be used to fix the roads. Nate Geinzer stated there would be a fire millage proposal on the May ballot as well.

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b. Ladies Night and Mother's Day Updates

Emily Marone stated she could create a radio campaign with any amount the Board approves. The Board discussed radio and digital advertising for Mother's Day. Emily Marone stated she could create a Ladies Night Out (LNO) campaign and add a tag for Mother's Day. The Board discussed the budget for Ladies Night Out.

Motion by Becker, seconded by Okoniewski, to approve up to \$1,160 for WHMI advertising for Mother's Day and Spring LNO. The motion carried 6-0.

Jen Ling stated the Chamber will be in charge of Spring LNO and that the Chamber has asked to be recognized as a partner of the event. She discussed changing the time of the event to end earlier and distributing a survey to merchants to obtain feedback. She stated she would email the data from past LNO events to the PSD and present it at the next meeting. Nate Geinzer discussed issues with overserving of alcohol at the December LNO and asked that merchants be made aware. Jen Ling discussed making changes to the current budget for LNO and stated she would send out the information.

9. Liaison Reports:

a. City Council

None

b. Chamber of Commerce

Sophia Freni announced a job fair on April 11 and stated it would be a good opportunity for the Board to inform others about the PSD. She also announced an Economic Development Power Lunch at Crystal Gardens on March 7.

c. Downtown Development Authority

None

10. Board Member Updates

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Jon Innes stated he had attended the City Council study session on civic event fees. He stated Council had discussed a fifty percent reimbursement and having the DDA contribute funding to civic event fees.

11. Staff Updates

Wendy Ayala stated the proposal for 87 new attached single family units at Flint Street had received preliminary approval by the Planning Commission. She also stated Nate Geinzer would be meeting with Bob Gibbs who is an expert on downtown retail sales and that they would be discussing "*shopability*" as part of the streetscape plan.

12. Last call to the public was at 9:23 a.m.

Hearing and seeing none, the call to the public was closed at 9:23 a.m.

13. Adjournment

Motion by Innes, seconded by Ling, to adjourn the meeting at 9:23 a.m. The motion carried 6-0.

Respectfully submitted,

Wendy Ayala, Recording Secretary
March 5, 2019