

City of Brighton
Principal Shopping District Board Meeting Minutes
January 7, 2020 7:45 a.m.

1. Meeting called to order by Jon Innes at 7:45 a.m.

Those in attendance:

Mark Binkley N
Kristoffer Tobbe Y
Lisa Nelson Y
Jon Innes Y

Robert Lulgjuraj N
John Okoniewski Y
Matt Becker Y
Jennifer Ling Y

Motion by Tobbe, seconded by Becker, to excuse Binkley and Lulgjuraj. The motion carried 6-0.

Audience: 1

2. **Approval** of January 7, 2020 Agenda

Motion by Tobbe, seconded by Ling, to approve the January 7, 2020 agenda as amended to remove "special." The motion carried 6-0.

3. Approval of December 3, 2019 Meeting Minutes

Motion by Becker, seconded by Nelson, to approve the December 3, 2019 meeting minutes as presented. The motion carried 6-0.

4. Acceptance of December 2019 Financial Report

Motion by Nelson, seconded by Tobbe, to accept the December 2019 Financial Report. The motion carried 6-0.

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

Hearing none, call to the public was closed at 7:48 AM.

6. New Business

- a. Discussion: Ladies Night Out Recap

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Board members discussed good numbers of attendees, the increased presence on social media, the good work of the A Taste of Brighton in organizing this year's event, and the positive impacts of these types of events.

7. Unfinished Business

a. Discussion: PSD Next Steps

The Board discussed prioritizing a move towards social media, with less emphasis on traditional media outlets. Hiring a staff person or working with a consultant was noted. The Board also discussed updates on advocacy efforts and assigned areas of the PSD to focus. The outline of a presentation was deliberated with a request made for historic information. There was consensus that different marketing strategies needed to be considered for service and Grand River Businesses vs. core downtown retail and restaurant businesses.

It was the consensus of the Board to schedule a special meeting for January 22nd at noon to assemble the presentation.

8. Liaison Reports:

a. City Council

Mr. Tobbe noted that City Council would be holding its annual retreat.

b. Chamber of Commerce

None

c. Downtown Development Authority

Mr. Geinzer noted the DDA's upcoming collaboration with FlexTech High School

9. Board Member Updates

None

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10. Staff Updates

None

11. Last call to the public was at 8:34 a.m.

Susan Bakhaus suggested a local business owner's displeasure with the Ladies Night Out events.

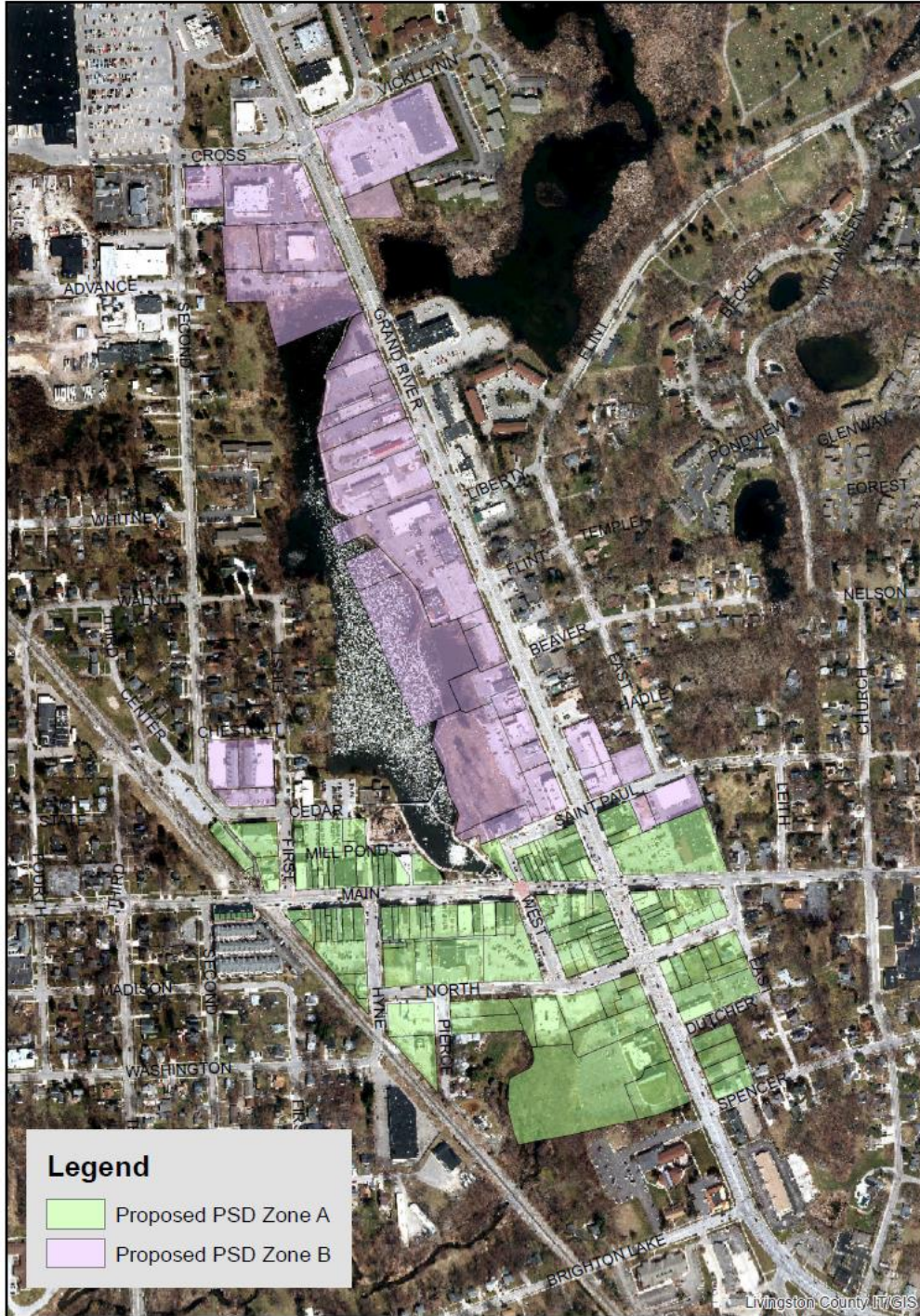
12. Adjournment

Motion by Tobbe, seconded by Nelson, to adjourn the meeting at 8:35 a.m. The motion carried 6-0.

Respectfully submitted,

Nate Geinzer, City Manager

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Principal Shopping District (PSD) Boundaries

