

City of Brighton
Principal Shopping District Board Meeting Minutes
Tuesday, April 22, 2014 – 8:00 a.m. Special Session

1. Meeting called to order by Mark Binkley at 8:00 a.m.

Those in Attendance:

Mark Binkley	Y	Lisa Nelson	Y (arr. at 8:10)
Nick Palizzi	Y	Thaddeus McGaffey	Y
Cheryl Mayday	Y	John Okoniewski	Y
Sheryl Kemmerling	Y (left at 9:05)	Peggi Mintz	Y (arr. at 8:10)
Shanda Willis	Y		

Staff:

Matt Modrack, Lauri French, Jen Ling

Audience: 2

2. **Approval** of April 22, 2014 agenda

Motion by Nick Palizzi, seconded by Sheryl Kemmerling, to approve the April 22, 2014 agenda as presented. Motion carried 7-0-2.

3. Call to the Public

Call to the public was made at 8:05 a.m. Hearing no response, call to the public was closed.

4. New Business

- a. Discuss April 3, 2014 City Council meeting resolution regarding necessity of PSD special assessment – Mark Binkley reviewed the outcome of the April 3 City Council meeting. City Council voted 3-2 to pass the resolution of necessity for the PSD Special Assessment District (there were two absent Council members). Mark noted that a vote of at least five Council members will be required for the May 1 meeting in order to pass the special assessment. Matt Modrack noted that this was one of the “triggers” in the City Charter for SADs. Mark stated that the two Council members who voted against the resolution of necessity were concerned about additional taxes in general and the “blue zone” in the SAD in particular. He also noted that Council wants to see the proposed budget with the SAD included at the May 1, 2014 Council meeting. Matt noted that we are preparing a short presentation for the meeting that will include the budget. He will also include what other nearby cities are doing, and they’re not standing still! Everyone wants to be the shopping and dining destination that Brighton has become! Ms. Willis pointed out that the April 3 Council meeting kind of went off track several times and that the purpose of the resolution was to approve the necessity of the PSD SAD, not to get bogged down in the rates and zone detail.

- b. Discuss rates, zones and other elements of the proposed PSD special assessment to fund marketing and promotions in the district in anticipation of the May 1, 2014 public hearing on the PSD SAD – Mark Binkley reminded the board that the original 3-year assessment was for \$75,000. The questions before the board today are: 1) do we keep the proposed SAD rates as recommended to Council? 2) Do we delete or reduce the blue zone? He

reminded the board that the Christmas Lights came out of the PSD budget last year, but if the SAD provides less income than planned, will this money still be available for the Christmas lights? If not, we will have to find another funding source for the lights.

Scott Griffith and Shawn Pipoly, who own property in the blue zone, were invited to speak to the board regarding their concerns about the SAD. Mr. Griffith said he was supportive of the PSD and the first SAD but he does not see a direct benefit for his realty business since it is located in a non-walkable part of Grand River and there is no crosswalk at that location. Mr. Pipoly, who noted that he was a former member of the PSD board, said that his business had not been asked to participate in any co-op advertising by either Adams Outdoors for the billboards or the Marketeer for print ads. He stated that one of the reasons he opted not to continue as a member on the PSD board was that the emphasis was always on “downtown” which doesn’t, in his opinion, include the businesses on Grand River, particularly on the east side, just the businesses on Main Street. Mark Binkley commented that this is a business decision, and the SAD is to market downtown Brighton. Everyone pays a little and the PSD uses it to benefit everyone.

Thaddeus McGaffey stated that since there seems to be at least an indirect benefit to the Zone 2 businesses, what would it take and how can we convince those businesses to participate in the SAD? Mr. Pipoly was not convinced that the PSD would include his side of Grand River in the future if they had not done so in the past seven years the PSD has been in existence. Mr. Pipoly reminded the board that some of these Grand River businesses pay for parking lot upkeep, and for their own snow removal, which is done by the City for businesses on Main Street. Adding the SAD on top of those things makes it another expense and he doesn’t think is worth it. John Okeniewski stated that his business may not see the foot traffic as Main Street does, but he believes that having a successful downtown makes it worth it for his business on Grand River.

Mr. Binkley suggested that a revised recommendation to City Council prior to the May 1 public hearing could modify the “blue” district (Zone 2) by eliminating the parcels from Lawrence Auto Body northwest to the vacant parcel just beyond Mill Pond Park (before the Rite-Aid parcel in the yellow zone). There was discussion about the impact of taking these parcels out of the SAD and it was noted that they would not be included in the Services directory section of the PSD website or on any PSD maps in the future.

*Motion by Peggi Mintz, supported by John Okoniewski, to send a revised recommendation to City Council to modify the PSD Special Assessment District to remove parcels in the “blue zone” from Lawrence Auto Body northwest to Mill Pond Park, including the vacant parcel right before the Rite Aid shopping plaza. The parcels containing Tim Horton’s, Bloom Baby & Kids and the BP gas station would remain in Zone 2. **Motion carried 8-0-1.***

Mr. Modrack noted that the May 1 Council meeting starts with an early Blue Sky session at 6:30 p.m. and the regular meeting at 7:30 p.m. He encouraged the PSD board members to attend if their schedules permit.

5. Call to the Public – No response. Call to the public was closed at 9:15 a.m.
6. Adjournment - Motion by Nick Palizzi, seconded by John Okoniewski, to adjourn the meeting at 9:15 a.m. Motion carried 8-0-1.

Principal Shopping District Board Draft Meeting Minutes – Special Session
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Respectfully submitted,

Lauri French, Recording Secretary
April 22, 2014

Reminder: Next regular PSD meeting is May 6, 2014 at 7:30 a.m.