

**City of Brighton
Downtown Development Authority
Special Meeting Minutes
December 6, 2016**

The Board for the Downtown Development Authority (DDA) held a special meeting on Tuesday, December 6, 2016 at the City of Brighton Council Chambers located at 200 N. First Street, Brighton, MI.

1. Call to Order/Roll Call – Chairperson Herbst called the meeting to order at 7:33 am.

Members Present: Dave Beauchamp, Bob Herbst, Tim Corrigan, Shawn Pipoly, Jim Muzzin, Mark Binkley, Pam McConeghy, Claudia Roblee, Ashley Israel, Cal Stone, Lisa Nelson, and Scott Griffith

Members Absent: Phil Garbacz

City Council members present: Mayor Muzzin, Mayor Pro-Tem Pipoly, Councilmembers Bohn, Pettengill, Gardner, Emaus, and Tobe

PSD Board members present: Nick Palizzi, Shawn Pipoly, Mark Binkley, Steve Pilon, Annette Jacoby, Lisa Nelson, Sheryl Kemmerling, Jon Innes

Also present: Nate Geinzer, City Manager; Jessica Reed, Management Assistant; Michelle Miller, Organizational Relations Manager; Pam Stewart, City Clerk; Brandon Skopek, Community development Associate, and an audience of 4.

2. Approval of the December 6, 2016 Agenda

Moved by Ms. Roblee, supported by Ms. McConeghy, to approve the December 6, 2016 agenda as presented. The motion carried 12-0-1.

3. Call to the Public

PSD Chair Mark Binkley opened the Call to the Public at 7:34 am

Susan Walters-Steinacker, 907 Brighton Lake Road, asked that the new members of the PSD and DDA receive a copy of the City Charter so that they understand that they may not benefit financially from their position on the City boards.

The Call to the Public was closed at 7:35 am.

4. Presentation: POW! Strategies

Cristina Sheppard-Decius from POW! Strategies presented her final findings for the Principal Shopping District Marketing Study. The presentation contained information about the City of Brighton's Downtown current strengths, weaknesses, opportunities for improvement, retention of current businesses, extending social media reach, walkability, and signage. She mentioned that she would be providing a report sometime in January to the PSD on more suggestion for improvement of the Downtown.

Mr. Corrigan left the meeting at 9:00 am.

5. Call to the Public

The Call to the Public was made at 9:01 am with no response.

6. Adjournment - *Moved by Ms. Roblee, supported by Ms. Nelson, to adjourn the meeting at 9:02 am.
The motion carried 11-0-2.*

Respectfully submitted,

Brandon Skopek, Community Development Associate
December 6, 2016