



**To Further Enhance Our Downtown Brighton Community
Through Exciting and Progressive Marketing**

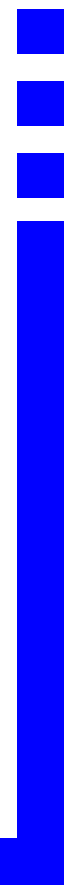


BRIGHTON PRINCIPAL SHOPPING DISTRICT

July 13, 2006
Volume 1, Issue 1

PSD NEWS

Edited By: Nate Geinzer





Chairman's Welcome **Rick Starnes**

By now, everyone has noticed the new hanging flower pots around town that the DDA has brought in, as well as all the flower pots and planters that the merchants have put out in record number compared to previous years. No matter where you stand on the new art displayed around town, it has done two things; it has brought more people to the area as well as increased media attention.

What we now need to do is build on this, continue to bring in outside media and to highlight all the wonderful aspects of our downtown. I know from all of the discussions I've had with the merchants over the last few weeks, one of the major concerns over the PSD was that building and business owners always seemed to be the ones who had to fund everything downtown. Well, with the recent decision to invest by the City Council, we have our first \$100,000. Now it's on us to illustrate the benefits of promoting the downtown area to the DDA.

Over the years we have all been guilty of building a wall between ourselves and other merchants, the Chamber of Commerce, and the City of Brighton. They may have been valid at the time, or they may not have, it doesn't matter. What we need to do is be more open and learn to put aside our differences. I know I personally have not always done this, but I hope to now and be more open.

For years, I refused to rejoin the Chamber because of the differences we had. I have since rejoined and am happy to say the relationship is better than ever before. We all seem to look at everything on Main Street as how it affects our business, but we also need to know how it affects other businesses and the entire community; we need each other to prosper.

No matter how you feel about the PSD, or the upcoming request to start the special assessment district (SAD) process, you need to participate in the upcoming meetings and hearings; all voices count. If you don't support the program and the SAD goes through, don't you at least want to have had some input as to how and where your money is spent?

Remember, we represent you. We are one of you. If you can't make a meeting, come see us at our stores (I'm there six days a week), feel free to just drop in.



Exciting Times Come to Downtown

By Nate Geinzer, City of Brighton Planning and Community Development
Tech

Brighton's Downtown District is entering unfamiliar, yet exciting territory. A comprehensive marketing and promotional effort like no other seen in the downtown is on the horizon.

Presentations were made, comments were heard, issues were examined, and recommendations were made. On April 20, 2006 a nine member PSD Board of Directors was appointed. Due to the continued concerns over the PSD, individuals from both sides of the issue, as well as the middle, were placed on this Board. Boardmembers include: Dick Bayless, Mark Binkley, Linda Botka, George Moses, Shawn Pipoly, Gail Sherman, Rick Starnes, Greg Strouse, and John Tunis.


The PSD Board has been meeting weekly since their first meeting May 3, 2006. Meeting weekly is pretty uncommon for a Board in Brighton. Boardmembers were determined to "hit the ground running." They saw the need in creating a plan that appeased most property and business owners. An exciting and progressive marketing and promotional plan was created that proposed funding from three sources, or the "three-legged stool" as coined by businessman Richard Parsons.


"Three-Legged Stool"

On June 15, 2006, City Council approved the first funding leg of the "three legged stool." PSD Chairman Starnes presented an "investment" opportunity to City Council and the City at large. He talked about how a healthy and vibrant downtown helps create a quality of life that all residents and businesses benefit from. The presentation explained how, with the City's help, the above could be achieved.

The result of this presentation was an investment by the City of Brighton of \$100,000 in the PSD. This investment allows the PSD Board of Directors to continue moving forward. More on this later.

The second leg of the stool will be pursued at the July 18, 2006, DDA meeting. Chairman Starnes will once again be presenting and requesting an investment of at least \$50,000 per year. Brighton's DDA has traditionally only undertaken "bricks and mortar" type projects. This fact is particularly due to the exclusion of marketing and promotion from the current DDA plan. It will be recommended by the PSD Board for the DDA to amend their plan to allow their participation, through an investment, in the progressive and exciting marketing the PSD Board will be unleashing in the coming months.





The final leg is proposed to come in the form of a special assessment district (SAD). This process is planned to begin in the middle of July where the PSD Board will make a formal request to the City Council at the July 20, 2006 Council Meeting. This is a City Charter driven process and is very specific in its proceedings. There will be direct notification and public hearings.

It is the understanding of the PSD Board and Staff that there are still questions out there as to how the PSD assessment will work. This is a **per year** assessment. It will be on your Winter 2006 tax bill (residences and churches are exempt). In 2007, and all the following years, the assessment will be on your summer tax bill. As it stands, the PSD SAD has a three-year sunset. This means that the SAD process will start all over again for 2010-2013 funding. Some individuals have asked how to calculate what their assessment will be, so they can budget for this expense. Simply take your assessment rate and multiply it by your building's square footage (see figs. 1 & 2). If you are unsure of your building square footage, see the BS&A link at <http://www.brightoncity.org>.

<p>Zone A: \$0.16 per sq ft First Floor \$0.08 per sq ft Second Floor</p> <p>Zone B: \$0.12 per sq ft First Floor \$0.06 per sq ft Second Floor</p> <p>Zone C: \$0.10 per sq ft First Floor \$0.05 per sq ft Second Floor</p>
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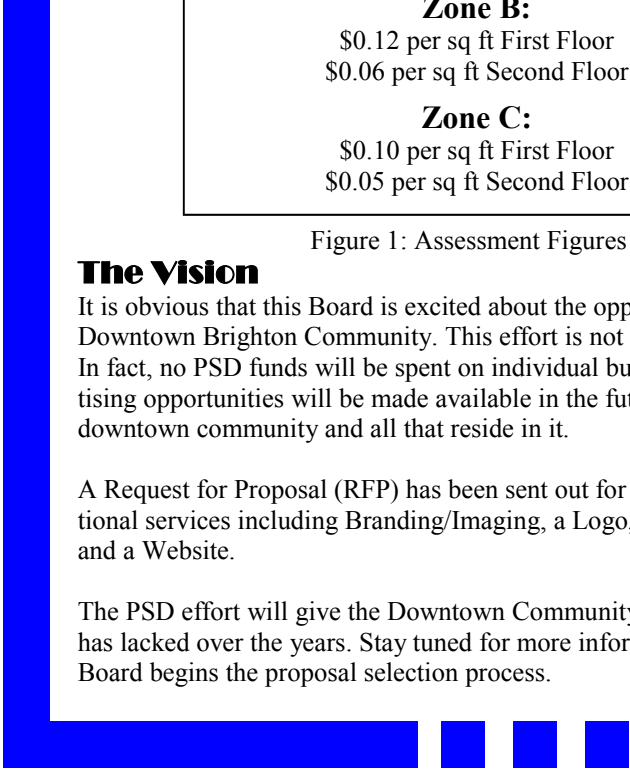
Figure 1: Assessment Figures

The Vision

It is obvious that this Board is excited about the opportunity to serve the Downtown Brighton Community. This effort is not about any one business. In fact, no PSD funds will be spent on individual businesses (co-op advertising opportunities will be made available in the future). This is about the downtown community and all that reside in it.

A Request for Proposal (RFP) has been sent out for marketing and promotional services including Branding/Imaging, a Logo, Marketing Strategies, and a Website.

The PSD effort will give the Downtown Community the marketing tools it has lacked over the years. Stay tuned for more information as the PSD Board begins the proposal selection process.



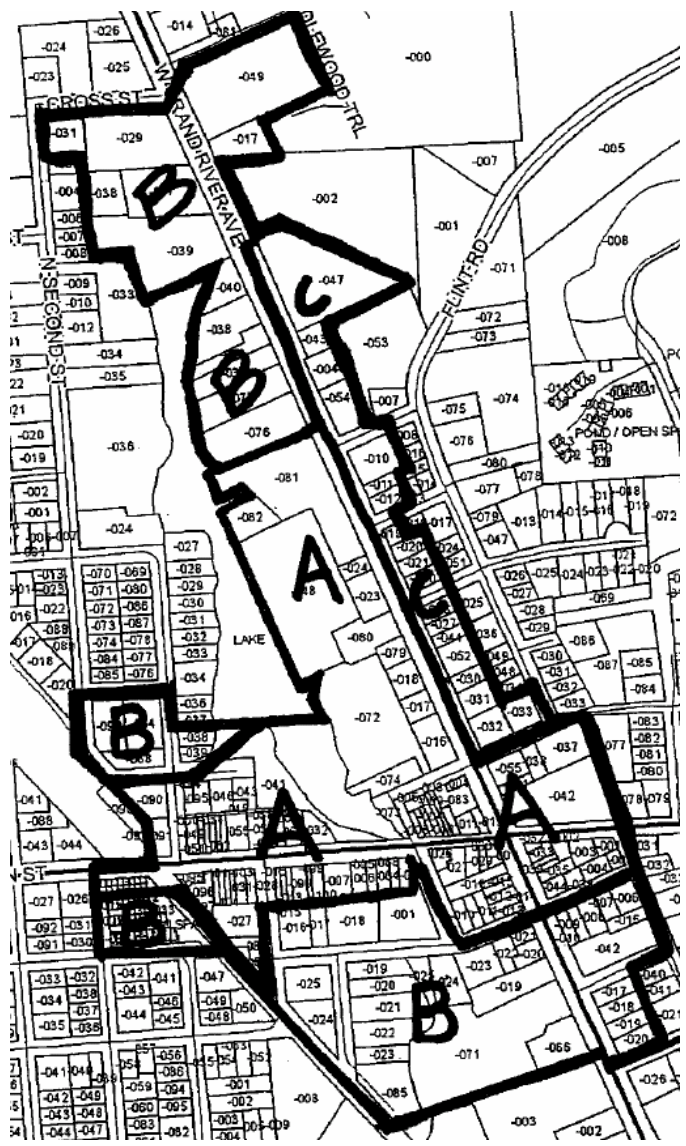


Figure 2: District Boundaries

Introducing Your Board



Mark Binkley
Vice Chairman

Mark was instrumental in getting the PSD idea off the ground. Without his persistence the PSD may never have become a reality.

He has been a Downtown Retailer for over 27 years and is Co-Owner of Cooper and Binkley Jewelers with his wife Barb.

He looks forward to telling the world what Downtown Brighton has to offer, helping the downtown “thrive,” and taking Downtown Brighton to the next level.



Shawn Dipoly
Treasurer

Shawn has lived in Brighton all his life. In 1991, he brought his Farm Bureau’s Insurance Agency, to Brighton and moved into his current location at 410 W. Grand River in 2005 after purchasing the building.

He is pleased to see this PSD Board, consisting of diverse individuals, work through their differences and put together a plan for Downtown’s promotional future.



Dick Bayless
Secretary

Dick graduated from the Michigan State University School of Business and Public Service. He retired in 1987 and joined his wife Pat at Wood 'N Things, which opened its doors 32 years ago.

He believes that Brighton's downtown future can be bright and prosperous with a well-directed and implemented marketing plan. This in turn will extend to the Brighton community by enhancing it as a more desirable place to live, shop, and much more.



Linda Botka

Linda is currently known in the downtown as the woman who has given Main Street quite the face lift. Alexander Place, the new building on the corner of Main and Hyne Street, is the new home of C.W. Interiors, which originally opened in 1984.

She is dedicated to creating a stimulating marketing program that will reach individuals throughout Downtown Brighton's Retail Trade Area and beyond.



George Moses

George has a degree in Communication Arts and Advertising from Michigan State University. He and his wife, Melanie, have published the Parade of Homes and the Marketeer for more than 32 years. He and his team recently won five first place awards at this year's Community Papers of Michigan conference.

He knows the value of advertising and feels the PSD is going to provide the positive promotional branding the downtown needs.



Gail Sherman

In 2003, after a 25 year professional career in Business and Financial Management, Gail's passion for business and community led to the opening of Impulse at 428 W.

Her desire to serve on the PSD Board is to witness the growth of unique businesses throughout the downtown. In the future, with PSD efforts, she sees the downtown defined as a true shopping, dining, business and leisure destination.



Greg Strouse

Greg and his wife Bonnie are a triple play in the downtown district. Not only do they own and operate the building that houses La Bella Vita at 139 E. Grand River, they also live on the second floor.

Greg's professional experience is in real estate, marketing and technology. He is extremely interested in helping the downtown improve its current business climate.



John Tunis

John is no stranger to the community. This City Council Member changed the face of Main Street when he and his wife purchased the Hyne House in 2000. After a five year renovation project, the house stands as a beautiful landmark in the Downtown Community.

John is thrilled to be a part of the new marketing effort for Downtown Brighton. After retiring as a professional furrier, he has begun pursuing a degree in graphic design, marketing and advertising.

Recent City Assessment Activity

By Dave Gajda, City of Brighton Finance Director

The City Assessor is in the process of doing site visits to commercial property in the City of Brighton to verify that the City's records are accurate in terms of physical measurements, economic depreciation, land improvements, vacancy and rental data. This routine process of the City is a State requirement of the local assessor and is not intended to result in any direct increase in property taxes to any business which is reviewed.

The practical affect of this process could result in adjustments to the assessed value of commercial properties, which do not automatically increase property taxes. However, if a property is sold, under the General Property Tax Laws of the State of Michigan, the taxable value is uncapped to the existing assessed value at that time. In the rare situation where this re-verification process results in the discovery of a significant and substantial addition to a building, which had been inadvertently missed in the past, then this could result in a direct increase in taxable value.



City of Brighton S.A.D. Process

By Matt Modrack, City of Brighton Community Development and Planning Director

Chapter 11 of the City of Brighton Charter entitled SPECIAL ASSESSMENTS addresses the required procedures for the City to levy a special assessment for an approved project. Generally the special assessment district (SAD) process is used for the construction of public improvements such as streets, sidewalks, storm water drains, sanitary sewer or water service. However, PA 120 of 1961, the legislation which enables local municipalities to create a PSD, also enables local municipalities to levy a special assessment to fund the PSD *provided the local process for considering a special assessment district is utilized*. In fact, the City of Brighton has a special assessment district process dictated by the City Charter. The City Charter requires the passing of six separate resolutions by the City Council and the direct notification of the affected **property owners** for two separate public hearings prior to approving an SAD. In addition to the direct notification, each of the public hearings require a notice published in the newspaper.

A unique aspect of the City of Brighton SAD process is a provision that prohibits the undertaking of a special assessment district if either of the following occur: *a) if more than 2/3 of the number of owners of record of the privately owned real property to be assessed for any improvement shall object **in writing at or prior** to the public hearing on the determination of necessity, or (b) if the owners of record of the privately owned real property to be assessed for any improvement who will be required to pay more than fifty (50) percent of the amount of such special assessment shall **object in writing at or prior** to the public hearing on the determination of necessity; regardless of the number of owners of a given parcel of real estate each parcel shall be entitled to a single objection*. It is important to note that the public hearing on the determination of necessity is the first hearing held in the SAD process. This amendment to the City Charter, made 5/18/76, is referenced in the public notice and the direct notices to the affected property owners, so it is clear that the objections must be made in writing before or at the public hearing of necessity.





Downtown Brighton Tomorrow

In 2003, Hyett Palma, in conjunction with the Michigan Economic Development Corporation (MEDC), the Michigan State Housing Development Authority (MSHDA), and the Michigan Municipal League (MML), produced a Blueprint for Downtown Brighton. “Downtown Brighton Tomorrow” was one of many topics laid out in this document. This section developed a vision or goal for the downtown to reach. These visions were developed through a series of discussions, focus groups, and meetings with numerous parties interested in the future of the downtown. One goal of the PSD Board of Directors is to build on these visions and comprehensively market the District to bring these ideas to reality.

**Eclectic and Progressive,
family-friendly and warm,
unique, vibrant, and entertaining.**

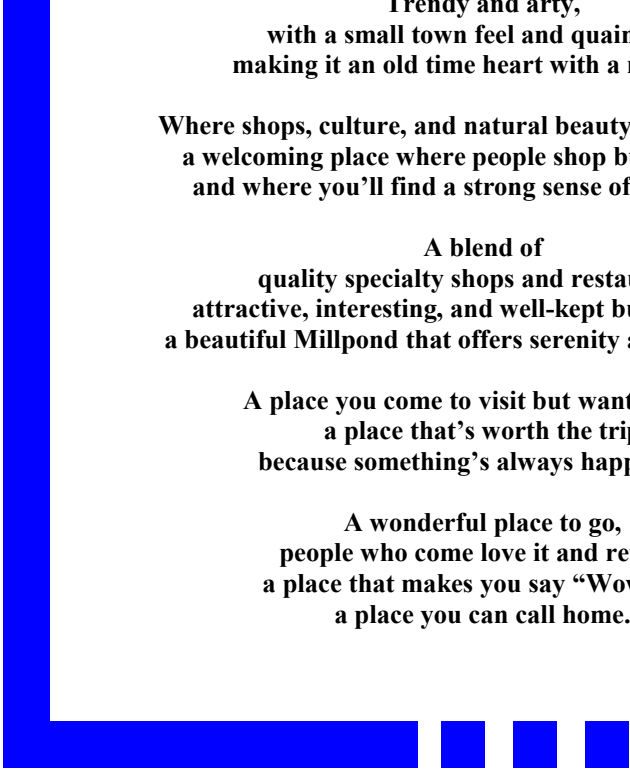
**Trendy and arty,
with a small town feel and quaintness,
making it an old time heart with a new vibe.**

**Where shops, culture, and natural beauty come together;
a welcoming place where people shop but also gather
and where you’ll find a strong sense of community.**

**A blend of
quality specialty shops and restaurants,
attractive, interesting, and well-kept buildings, and
a beautiful Millpond that offers serenity and family fun.**

**A place you come to visit but want to stay,
a place that’s worth the trip
because something’s always happening.**

**A wonderful place to go,
people who come love it and return,
a place that makes you say “Wow!!”—
a place you can call home.**





**PSD Board of Directors
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Linda Botka
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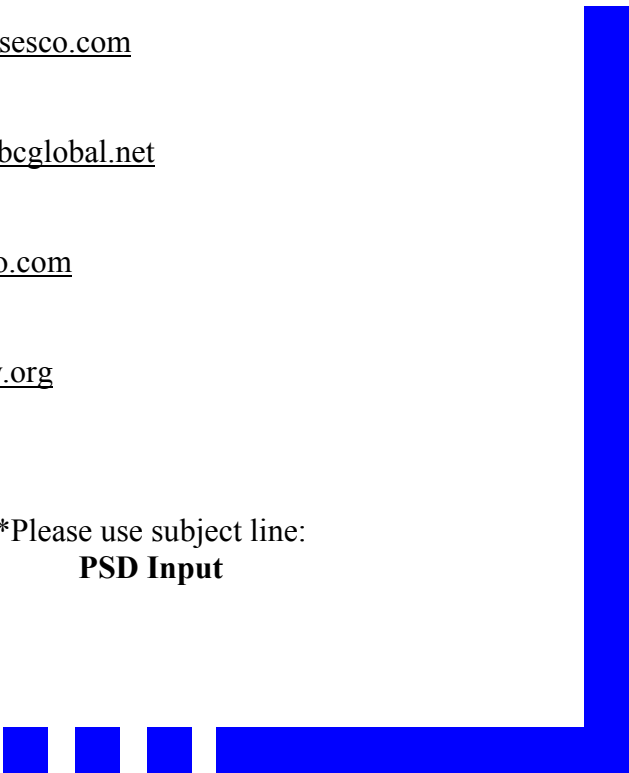
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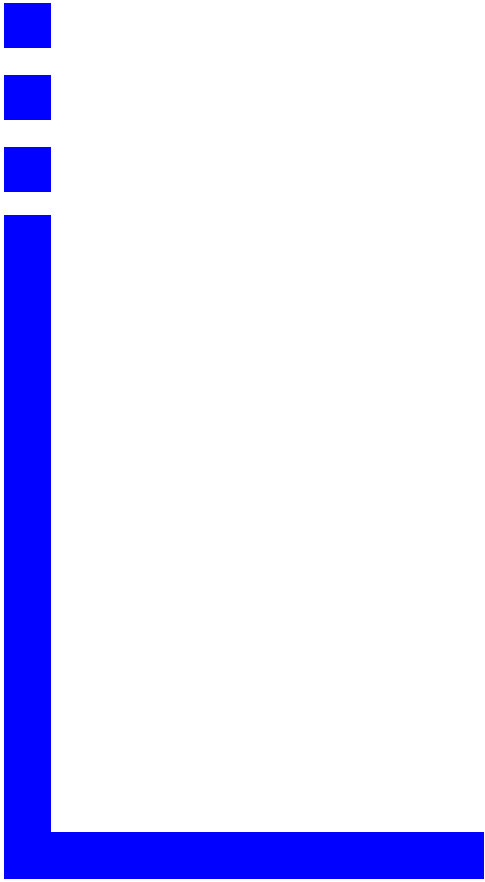
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Greg Strouse
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John Tunis
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*Please use subject line:
PSD Input





**PSD Board of Directors
Meeting Schedule**

JULY	AUGUST
July 5, 2006 7:15 am	August 2, 2006 7:15 am
July 19, 2006 7:15 am	August 16, 2006 7:15 am

All meetings held at:
City Hall
200 North First Street

Questions, Comments, Concerns, and Suggestions may be directed to Nate Geinzer, Planning/Community Development Tech at 200 North First Street Brighton, Michigan 48116 or at geinzer@brightoncity.org
You may also contact any of the PSD Boardmembers or attend any PSD Meeting.

