

**City of Brighton**  
**Principal Shopping District Board Meeting Agenda**  
**Tuesday, January 3, 2012 – 7:30 a.m.**  
**Regular Session**

1. Call to Order/Roll Call
2. *Approval* of January 3, 2012 Agenda
3. *Approval* of November 1, 2012 Meeting Minutes
4. *Approval* of December 6, 2011 Meeting Minutes
5. *Approval* of December 2011 Financial Report
6. Call to the Public
7. New Business
8. Old Business
  - a. Approve Revised 2012 Meeting Dates (August meeting date change)
  - b. Merchant advisory committee report
  - c. Marketing Subcommittee report
    - 4<sup>th</sup> Quarter 2011 Advertising update
    - 2012 Ad Campaign Discussion (Outdoor Cafes, Retail Stores, etc.)
9. Liaison Reports:
  - a. City Council (Claudia Roblee)
  - b. Chamber of Commerce (Mark Binkley)
  - c. DDA (Shawn Pipoly)
  - d. Millpond Design Plan Subcommittee (Claudia Roblee)
10. Board Member Updates
11. Staff Updates (Matt Modrack)
12. Call to the Public
13. Adjournment

**Next PSD board meeting – Tuesday, February 7, 2012 – 7:30 a.m.**

**City of Brighton**  
**Principal Shopping District Board Meeting Agenda**  
**Tuesday, January 3, 2012– 7:30 a.m.**  
**Regular Session**

Meeting called to order by Mark Binkley at 7:30 a.m.

**Those in Attendance:**

Mark Binkley	y	Lisa Nelson	n
Claudia Roblee	y	Shawn Pipoly	y
Nick Palizzi	n	Arthur Des Gravise	y
Cheryl Mayday	y	John Okoniewski	n

Moved by Shawn Pipoly, seconded by Claudia Roblee, to excuse Lisa Nelson. Motion passed 5-0-3.

Staff:

Matt Modrack  
Lauri French

Audience: 1

Approval of the January 3, 2012 Agenda as amended to table approval of November 1 and December 6, 2011 meeting minutes until the February PSD meeting.

Motion by: Claudia Roblee  
Seconded by: Shawn Pipoly  
Motion passed 5-0-3

Minutes for November and December could not be passed as not enough board members present who were at those meetings.

Approval of the November 1, 2012 Meeting Minutes – Tabled to February 7, 2012  
Motion by:  
Seconded by:  
Motion

Approval of December 6, 2011 Meeting Minutes – Tabled to February 7, 2012

Motion by:  
Seconded by:  
Motion

Approval of the December 2011 Financial Report  
Motion by: Shawn Pipoly  
Seconded by: Art Des Gravise  
Motion passed 5-0-3

## Principal Shopping District Meeting Minutes

January 3, 2012

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### Call to the Public

Susan Walters Steinacker said that she asked at the last City Council meeting why does PSD spend money downtown and not on the whole. The mayor's response was that those on Grand River are benefitted by money spent downtown.

### New Business

#### Old Business

**Topic:** Approve Revised 2012 Meeting Dates (August meeting date change)

Discussion:

Motion: Change August 7 meeting date to Wednesday, August 8, 2012 due to primary election on 8/7/12

Motion by: Shawn Pipoly

Seconded by: Cheryl Mayday

Motion passed 5-0-3

**Topic:** Merchant advisory committee report

Discussion: Proposed advertising budget allocation was passed out. It was suggested to put together a year long calendar of events merchants want to do. Have the group organize events and present to the PSD Board.

Mark Binkley asked if we should put on a World Cafe for Merchants for input about taking advertising to the next level? What is the next level? Service businesses. Where do we spend advertising dollars? Focus. How do we promote downtown? Present what the PSD has done. Mark Binkley, Cheryl Mayday and Claudia Roblee will be on the committee. Hold motion for request for funding for this Cafe until the February PSD meeting so that the committee until will have already met.

Claudia Roblee will talk to Renee Pettengill and Lisa Nelson about the list of "High Holy" days for advertising and Valentine's Day plans.

Shawn Pipoly asked if we should be discussing revision to the PSD boundaries to make the district smaller and suggested we leave out the east side of Grand River. Matt Modrack, Shawn Pipoly and Mark Binkley will look at boundaries and develop a recommendation for the PSD Board.

Motion: Allocate up to \$2500 for Valentine's Day promotions.

Motion by: Cheryl Mayday

Seconded by: Shawn Pipoly

Motion passed 5-0-3

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**Topic:** Marketing Subcommittee report

Discussion:

4th Quarter 2011 Advertising update - Monies have been collected for lights and billboards. Mark Binkley will send a letter to Christmas Decor for next year.

2012 Ad Campaign Discussion (Outdoor Cafes, Retail Stores, etc.) - Has women's clothing stores reached critical mass? Do we need to market to women more? Play into our strengths? Matt Modrack will talk to clothing store owners and see what their thoughts are.

Motion: None

Motion by:

Seconded by:

Motion

**Liaison Reports**

City Council (Claudia Roblee): Nothing to report

Chamber (Mark Binkley): Matt Modrack is new Chamber board member.

DDA (Shawn Pipoly): DDA funding for a new piece of City snow plow equipment is being discussed in the Budget subcommittee for a recommendation to the full DDA Board.

Millpond Design Subcommittee (Claudia Roblee): The conceptual Millpond Master Plan was presented to the public on December 8, and results will be presented to DDA Board at their next meeting.

**Board Member Updates**

None

**Staff Updates (Matt Modrack)**

None

Call to the Public

No response

Adjournment 8:45 a.m.

Motion by: Shawn Pipoly

Seconded by: Cheryl Mayday

Motion passed unanimously

**Next PSD board meeting Tuesday, February 7, 2012— 7:30 a.m.**

Respectfully submitted,

Claudia Roblee, Secretary