

City of Brighton
Principal Shopping District Board Meeting Minutes
Tuesday, September 9, 2014 - 7:30 a.m. Regular Session

1. Call to Order/Roll Call – Welcome New Board Member Jon Innes.

Chairperson Binkley called the meeting to order at 7:30 a.m. and welcomed new board member Jon Innes to the PSD. He noted that he heard from Nick Palizzi late last night that he would not be able to make the meeting and that he received an email from Shanda Willis to advise that due to work issues, she has to resign from the PSD effective immediately. Mark noted that he sent Mayor Muzzin a note to recommend Kris Tobbe to replace Shanda as the Council liaison.

Those in Attendance:

Mark Binkley	Y	Lisa Nelson	Y
Nick Palizzi	N	Jon Innes	Y
John Okoniewski	Y	Steve Pilon	Y
Sheryl Kemmerling	Y	Annette Jacoby	Y

Motion by Lisa Nelson, seconded by John Okoniewski, to excuse the absence of Nick Palizzi. Motion carried 7-0-1.

Staff:

Matt Modrack
Lauri French

Audience: 2

2. **Approval** of September 9, 2014 agenda

Chairperson Binkley noted that there are two items to be added to today's agenda under Item 6, New Business. Item b. is a proposal from WHMI for holiday ads and item c. is to discuss the "Buy Nearby" campaign by the Michigan Retailers Association.

Motion by John Okoniewski, seconded by Lisa Nelson, to approve the September 9, 2014 agenda as amended to add items 6.b. and 6.c. as noted above. Motion carried 7-0-1.

3. **Approval** of August 6, 2014 Regular Meeting Minutes

Motion by: John Okoniewski

Seconded by: Lisa Nelson

Motion carried 6-0-1-1, with one absence and Jon Innes abstaining

4. **Approval** of August Financial Report

Motion by: Sheryl Kemmerling

Seconded by: John Okoniewski

Motion carried 7-0-1

5. Call to the Public was at 7:40, and was closed after hearing no response.

6. New Business

Principal Shopping District Board Meeting Minutes
September 9, 2014

- a. Presentation from Lisa Rogin, WCSX – Mark Binkley outlined the types of media used in the past by the PSD. Lisa Rogin wants to use this information to target a marketing campaign with WCSX. She gave some background on the station; it is a classic rock station with an average listener age of 46 with 46% male and 44% female listeners. She noted that WCSX can also custom create events; for example they do free concerts on the riverfront in Detroit partnering with General Motors. She also noted they do on-air endorsements for a fee (one 60-second commercial by Trudy Daniels is \$300, for example) and they have a “City of the Week” promotion for \$5,000. WCSX’s listening area is Toledo to the south and Flint to the north and encompasses Metro Detroit. Mark Binkley noted that we would probably not use WCSX for our holiday marketing campaign but could consider them for future campaigns.
- b. Proposal from Mindy Tessmar, WHMI – Mark Binkley reviewed the proposal handed out at the meeting. There was discussion about whether to cut the Holiday Glow portion in half and use the money for Small Business Saturday or the December Ladies Night. Mark Binkley noted that a special meeting to allocate the 4th quarter marketing expenses would be required due to time limitations today.
- c. “Buy Nearby” campaign – Lauri French asked to put this item on the agenda because she would like the board’s approval to send the information to the PSD merchants and restaurants. This is a Michigan Retailers Association campaign that kicks off on October 4, 2014. Staff was directed to send the materials to the PSD merchants and retailers.

7. Old Business

- a. Continue discussion regarding sandwich boards and the sign ordinance – Mark Binkley reported that he asked Amy Cyphert, Planning & Zoning Director, about what downtown merchants can do with sandwich board signage. The sign ordinance states the signs in the public right-of-way have to be against the buildings and cannot obstruct pedestrian traffic or impede maintenance and/or snow and ice removal. Amy advised that the PSD could ask City Council to consider making a change to the ordinance to allow DBD merchants to move signs away from their buildings and put them curbside. There was discussion whether the sign ordinance also pertains to PSD businesses on Grand River. Staff was directed to write a letter from the PSD to City Council requesting changes to Section 66, (13) Sidewalk/Sandwich Board Signs, item d. to allow merchants to place sandwich board signs next to the curb during business hours.
- b. Christmas Lights committee update – Mark Binkley passed out two estimates he received from Christmas Décor and Shine Holiday Lighting. He explained that Shine’s estimate was for LED lights and that Christmas Décor provided both standard and LED. He asked the board members to review the estimates before the special PSD meeting. He will invite the representative from Shine to the special PSD meeting to answer any questions the board members may have.
- c. Consider allocation of an additional \$150 for a wayfinding sign on Legacy Center’s Rickett Rd. exit (south side of their property) – Motion by Sheryl Kemmerling, seconded by John Okoniewski, to allocate an additional \$150 for the wayfinding sign at Legacy Center. Motion carried 7-0-1.
- d. Feedback from the note to merchants regarding interest in Comcast Spotlight opportunity – Lauri French reported that a note was sent to the PSD retailers and restaurants in our distribution list and we had received responses from 9 businesses who said they might be interested if the price point was lower. Lauri also reported she received a follow-up email from Julie Hill at Comcast who

Principal Shopping District Board Meeting Minutes
September 9, 2014

volunteered to talk to PSD merchants about the Spotlight opportunity to see if they are interested. Staff was directed to send a note to Julie Hill to tell her to proceed with her plan to talk to individual merchants about the Spotlight opportunity.

e. Consider allocation of Fourth Quarter 2014 Marketing Expenses – Mark Binkley noted that this discussion will take place at the special PSD meeting to be held as soon as it can be scheduled the week of September 15. Lauri French advised that she distributed a copy of the last three years' fourth quarter expenses by event to the board members.

8. Liaison Reports

a. City Council - No report.

b. Chamber of Commerce – No report

c. DDA (Matt Modrack) - Still working on parking. The plan to purchase 608 W. Main for a parking lot adjacent to the CSX West parking lot did not proceed due to objections by neighbors. He is looking at other areas for parking.

9. Board Member Updates - Mark Binkley advised that due to a family issue (his father-in-law's health) that he may have to take a back seat on the PSD board for a few months and has talked to Vice-Chairperson Lisa Nelson about handling the meetings that he might have to miss. He noted that Lauri French is checking the PSD legislation and our by-laws to see if there are any provisions for instances such as this. He should know more by next week concerning his father-in-law's test results.

10. Staff Updates:

a. Discuss Cross Grand Plaza and Tri-Star's Tax Appeal to the MTT for the PSD SAD – Lauri French reported that our assessor has received notices of tax appeal to the MTT for Cross Grand Plaza (the Rite-Aid plaza) and Tri-Star (211 N. First St. and 230 N. Second St.). She noted that if they were to win their appeals of the SAD, it would represent a total of approximately \$6,000 that would have to be refunded out of the PSD's budget. Mr. Modrack noted that he would be asking the DDA to set aside money since the PSD doesn't have any in their budget.

11. Call to the Public was at 9:25. Cathy Dedakis from Sassafrass asked if the email addresses we received from the Novi Womens Show could be used for holiday promotion and Ladies Night. Mark Binkley said this could be discussed further at the special meeting and that the emails had already been used for the Taste of Brighton event.

12. Motion by Annette Jacoby, seconded by Sheryl Kemmering, to adjourn the meeting at 9:25 a.m. Motion carried 7-0-1.

Respectfully submitted,

Lauri French, Recording Secretary
September 10, 2014