

**City of Brighton**  
**Principal Shopping District Board Meeting Agenda**  
**Tuesday, September 13, 2016 – 7:30 a.m.**  
**Regular Session**

1. Call to Order/Roll Call
2. ***Approval*** of September 13, 2016 Agenda
3. ***Approval*** of July 6, 2016 & August 9, 2016 Regular Meeting Minutes
4. ***Approval*** of August 2016 PSD Financial Report
5. Call to the Public
6. New Business
  - A. Shine Holiday Lighting Presentation – Brett Jasch
  - B. Adams Outdoor Billboard
  - C. BHS Pink Week
  - D. Winter Sales
7. Old Business
  - A. Taste of Brighton update
  - B. Pow!Strategies Update
  - C. Ladies Night Out Update
8. Liaison Reports:
  - A. City Council (Shawn Pipoly)
  - B. Chamber of Commerce (Sophia Freni)
  - C. DDA
9. Board Member Update
10. Staff Updates
11. Call to the Public
12. Adjournment

**Next regular PSD board meeting – Tuesday, October 11, 2016– 7:30 a.m.**

**City of Brighton**  
**Principal Shopping District Board Meeting Minutes**  
**July 6, 2016 7:30 a.m. Regular Session**

1. Meeting called to order by Shawn Pipoly at 7:36 a.m.

Those in Attendance:

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

**Motion** by Nick Palizzi, seconded by John Okeniewski, to excuse the absences of Mark Binkley, Lisa Nelson, Jon Innes and Steve Pilon. The motion carried 5-0-4

Staff:

Michelle Miller, Jen Ling, Matt Modrack

Audience: 4

2. **Approval** of July 6, 2016 Agenda

**Motion** by John Okeniewski, seconded by Sheryl Kemmerling, to approve the July 6, 2016 agenda. The motion carried 5-0-4.

3. **Approval** of June 7, 2016 Regular Meeting Minutes

**Motion** by John Okeniewski, seconded by Nick Palizzi, to approve the June 7, 2016 Regular Meeting Minutes. The motion carried 5-0-4.

4. **Approval** of June 2016 PSD Financial Report

**Motion** by Nick Palizzi, seconded by Annette Jacoby, to approve the June 2016 PSD Financial Report. The motion carried 5-0-4.

5. Call to the Public was at 7:41. Jimmy Banish with The Legacy Center spoke and talked about their Annual Snapshot of demographics and impact of their events since their fieldhouse has been open. Jimmy talked about downtown Brighton's presence at the center, as Matt Modrack was inquiring. He also mentioned that they are building 6-12 baseball/softball fields and adding volleyball areas as well. Next fall they will break ground on a medical wellness facility. Shawn Pipoly brought up their Powerade Tournament, and if the PSD wants to get involved with a sponsorship, they need to decide now. Jimmy will be added to next month's agenda and will discuss further then. Maybe the PSD can create a brochure with children's activities or downtown restaurants/bars or other items that would be of interest the attendees at The Legacy Center.

6. New Business

A. Alzheimer's Association Presentation- Maggie Gibbons with the Alzheimer's Association spoke and gave an overview of their organization and talked about the annual walk they are planning in downtown Brighton the morning of October 1. They changed the date this year to a Saturday instead of a Sunday, as they would like to see their attendees stop into downtown shops and restaurants, and many of them are not open on Sunday. Maggie mentioned that about 60% of their attendees are from Livingston County. Main Street will be closed this year for their event, as they have outgrown the sidewalk. They want to get the PSD's input on how to bring the walk and the merchants together for biggest impact for the merchants. Last year they had 620 walkers and this year they expect 750+. Their goal is to eventually to have smaller events in downtown leading up to the walk and to make it similar to the Pink Party in Howell by making the town purple with thousands of attendees. They talked about having bounce houses, entertainers, etc. in the street before and after the event. They would like to see the PSD get involved by having the merchants put up posters and possibly with a Main Street banner.

**Motion** by Nick Palizzi, seconded by Sheryl Kemmerling, for the PSD to purchase and put up a banner for the Alzheimer's Association Brighton Walk with the caveat the PSD Board discuss the timing when they have more Board members present.

7. Old Business

A. A Taste of Brighton Update- Jen Ling and Nick Palizzi gave an update about A Taste of Brighton. They talked about marketing efforts, street layout and a few other items. Event planning is moving forward and everything is looking good.

B. POW! Marketing Strategies Update- Michelle Miller gave a handout about what Cristina is doing in Dearborn. Also- Cristina met with some of the downtown merchants to discuss one-on-one and in groups their thoughts and ideas. Some of those merchants are Claudia Roblee (ArtVentures), Elena Borg (Brighton Bar & Grille), Denne Drewno (Tribute Salon), Lisa Nelson (Hush Intimate Apparel), Nick Palizzi (Downtown Main Martini Bar & Grille), Mark Binkley (Cooper & Binkley Jewelers and Bink & Bab's Boutique) and Keith Karp (Oh My Lolli!). If any other merchants are interested in meeting with her, she will be in town next Tuesday. She also plans to connect with residents who do not have businesses downtown. Cristina will be presenting at either the August or September PSD meeting.

8. Liaison Reports

A. City Council (Shawn Pipoly) – No report.

B. Chamber of Commerce (Sophia Freni) – Sophia mentioned she has some data to share that the Chamber has been collecting from event attendees at the last six events. She will send to Michelle Miller. She also talked about Brighton After Dark- a component of the Brighton

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Fine Art & Acoustic Music Festival on Saturday, August 6 in the Hyne Street parking lot from 8-11 p.m. featuring a beer/wine tent and acoustic music.

C. DDA (Michelle Miller) – With the University of Michigan Health System coming in, the DDA is dedicating lots of funds to the Challis Road corridor. They are providing a match for a grant for this project and also for a project on Grand River from the city limits to Brighton Auto Repair (formerly Corky’s Car Clinic). The DDA is also in the process of trying to acquire a property in the downtown area to tear down and entice a developer to come in and develop.

9. Board Member Updates- None

10. Staff Updates – None

11. Call to the Public was at 8:34 a.m., and was closed after hearing no response.

12. Motion by Nick Palizzi, seconded by Annette Jacoby, to adjourn the meeting at 8:35 a.m.  
The motion carried 5-0-4.

Respectfully submitted,

Jen Ling, Recording Secretary  
July 29, 2016

**Next regular PSD board meeting – August 9, 2016 – 7:30 a.m.**

**City of Brighton**  
**Principal Shopping District Board Meeting Minutes**  
**August 9, 2016 7:30 a.m. Regular Session**

1. Meeting called to order by Mark Binkley at 7:33 a.m.

Those in Attendance:

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

**Motion** by Shawn Pipoly, seconded by Lisa Nelson, to excuse the absences of John Okoniewski, Nick Palizzi and Annette Jacoby. The motion carried 6-0-3

Staff:

Michelle Miller, Jen Ling

Audience: 1

2. **Approval** of August 9, 2016 Agenda

**Motion** by Shawn Pipoly, seconded by Steve Pilon, to approve the August 9, 2016 agenda. The motion carried 6-0-3.

3. **Approval** of July 6, 2016 Regular Meeting Minutes

Not able to approve, as not enough board members present who attended the July 6, 2016 meeting.

4. **Approval** of July 2016 PSD Financial Report

**Motion** by Shawn Pipoly, seconded by Lisa Nelson, to approve the July 2016 PSD Financial Report. The motion carried 6-0-3.

5. Call to the Public was at 7:44, and was closed after hearing no response.

6. New Business

A. Legacy Center Presentation- Jimmy Banish with The Legacy Center gave an update. He mentioned that they are partnering with a gymnastics facility, and will eventually be putting in an Olympic-sized pool. He said they have nearly a half-million impressions yearly. He presented some sponsorship packages, and focused on the mezzanine space in the field house. For now, Jimmy would like to at least renew the sponsorship package the PSD invested in during 2014-2015, and would also like the Board to consider the mezzanine proposal and discuss at a later date. The Board discussed the information presented and was in agreement that the Legacy Center continues to grow, and they are interested, but

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would like to run this information by Cristina Sheppard-Decius (the PSD's hired marketing consultant) before committing. Legacy is shooting to get the indoor buildout done by November 1. Also, they plan to have PSD info out on their tables and such during their Powerade Tournament, and will need to collect more PSD shopping, dining, festivals cards from us before then.

**Motion** by Steve Pilon, supported by Lisa Nelson, to renew the Legacy Center Sponsorship for \$5,500 and will discuss the mezzanine additional sponsorship with POW! Marketing Strategies.

7. Old Business

A. A Taste of Brighton Update- Jen Ling said the weather was perfect, and crowds were awesome. It seemed like there were more people in town for this event than ever before, and the committee had great feedback from everyone. At the wrap-up meeting, they did discuss changing the hours slightly so restaurant tastes would start at noon instead of 10:00 a.m., as restaurants are rarely ready to go at 10:00 a.m. on Friday. A survey has been sent to the merchants to evaluate their thoughts on this. Also, there was a situation with the dunk tank- the fundraiser recipient was given incorrect information from a third party regarding the amount they were supposed to receive. The committee is working to rectify the situation and will take steps to ensure nothing like this happens in the future. Jen will bring more TOB info to the September PSD meeting.

B. POW! Marketing Strategies Update- Michelle Miller reported that Cristina Sheppard-Decius will be meeting with the chamber, going into downtown businesses, and is planning to gather input from residents. She also has a meeting scheduled to talk with Grand River merchants. She also said that Nate Geinzer and some City staff conducted a survey for 6 hours at the Brighton Fine Art & Acoustic Music Festival, and received some good feedback. They will be doing another survey during Brighton's Smokin' Jazz & Barbecue Blues Festival, and will need to find some people to help. Michelle is going to ask all boards to recruit people. Jon Innes said he may be able to help, and can try to get some of his staff to assist. Sheryl Kemmerling and Shawn Pipoly showed interest as well. Lisa Nelson and Mark Binkley will also try, assuming they are covered in their stores.

C. Ladies Night Out Update- (Jen Ling)- Jen said the December Ladies Night Out is always the first Thursday in December, which would be December 1 this year.

**Motion** by Sheryl Kemmerling, seconded by Steve Pilon to schedule Ladies Night Out for Thursday, December 1, 2016.

8. Liaison Reports

A. City Council (Shawn Pipoly) – Shawn introduced Jessica, management assistant at the City of Brighton, and also mentioned they have a new intern, Brandon. Jessica has been working with Nate and Michelle so far. Jessica and Brandon will be working on better communication with the residents of the city.

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Shawn mentioned new ordinance updates and said that the changes could allow bed and breakfast businesses in the city. He also told the Board that the fire millage passed.

B. Chamber of Commerce (Jen Ling) – Jen gave an update about the Art Festival, and talked about their new component- Brighton After Dark. She said all went well, and they plan to keep that component next year, with some tweaks. The Board was asking why the street is closed so early when there is little activity until the afternoon and the event doesn't open until 5:00 p.m. Jen did explain that there would be more parked cars on the street to try to remove if the street closed later, and that would make things more difficult. She also said there is a lot of set-up, and that they need to stagger artist set-up times so they don't have 100 artists trying to set up on the street at once. Jen said she wondered if the event could start earlier, at maybe 3:00 p.m., but that decision would have to go to the Chamber and the committee to decide. She said she would pass on what the PSD discussed at their wrap-up meeting. The PSD Board will send a letter to the Chamber asking to consider some of the discussed changes.

C. DDA (Michelle Miller) – Michelle said the budget is tight with commitments that have been made. She said they are not sure if they will need all allocated funds for the Grand River/Challis Road project. She also mentioned that the court building next door is going to be sold. Shawn Pipoly said they may consider moving City Hall over there.

9. Board Member Updates- None

10. Staff Updates – Matt Modrack is still in the hospital, but is feeling better. He is hoping to come home next week. Some staff members will be going to visit him to have a staff meeting about DDA items. Michelle Miller has been promoted to the Organizational Relations Manager, handling human resources, but will still be engaged in some community development. Also, the Little Explorers will be coming in to present their solutions for the issues they were working on for the City- recycling, bike racks and goose droppings.

Additionally, Michelle said both Jessica and Brandon will be involved in some of the work Michelle was handling.

Jen Ling told the Board she is scheduled to have surgery on her ankle September 15. She has some people who have offered to help her deliver things to the merchants when that will be needed for Ladies Night Out, but she may be in need of some further assistance. Sheryl Kemmerling offered to help.

11. Call to the Public was at 8:59 a.m., and was closed after hearing no response.

12. Motion by Jon Innes, seconded by Shawn Pipoly, to adjourn the meeting at 8:59 a.m. The motion carried 5-0-4.

Respectfully submitted,

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Jen Ling, Recording Secretary  
August 31, 2016

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