

City of Brighton
Principal Shopping District Board Meeting Agenda
Wednesday, September 19, 2012 – 7:30 a.m.
Special Meeting

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

Those in Attendance:

Mark Binkley Y	Lisa Nelson Y
Claudia Roblee Y	Peggy Mintz
Nick Palizzi	Thaddeus McGaffey arrived 7:45
Cheryl Mayday Y	John Okoniewski Y
Sheryl Kemmerling Y	

John Okoniewski made a motion to excuse Nick Palizzi, Lisa Nelson seconded. Motion approved unanimously.

Staff:

Matt Modrack

Audience:

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Approval of the September 19, 2012 Agenda
Motion by: Sheryl Kemmerling
Seconded by: John Okoniewski
Motion passed unanimously

Call to the Public

None

New Business

Topic: Discuss and finalize 4th Quarter 2012 marketing and/or advertising budget plans and the 1st and 2nd Quarter 2013, if time permits.

Discussion: Jen Ling wants to know if the merchants would want to do a window decorating contest during Holiday Glow? Will be back at next meeting to find out.

Andy Korest from Adams Outdoor was in attendance. The billboard on US-23 is on hold starting Nov. 19th for 5 weeks. The cost is \$3,000 for 4 weeks plus \$1200 for production. Digital is \$4000 week with possibility of co-op. Andy offered to donate \$500 for billboard on I-96.

Motion: Approve use of static billboard on US-23 for 5 weeks starting 11-19-12 and digital on I-96 for 4 weeks starting 11-19-12 for \$7700 less co-op on digital. The graphics for static board can be used next year.

Motion by: Thaddeus McGaffey
Seconded by: Sheryl Kemmerling
Motion passed unanimously

Topic

Discussion: WHMI Proposal - Tridge or Treat taken out of the proposal which reduces the total cost down to \$8425. Include Holiday Glow, Small Business Saturday, Ladies Night and Moonlight Madness. Try to get co-op dollars for this, not for additional ads but to reduce our overall cost.

Mark Binkley will go to WHMI to find out how it would affect our contract if we take out Tridge or Treat, have Co-op ads put towards cost (not additional ads) and banner ad on website. Topic was tabled until October when we will have additional information.

Motion:
Motion by:
Seconded by:
Motion

Topic: Banners

Discussion: To be discussed in October

Motion:
Motion by:
Seconded by:
Motion

Topic: Marketeer

Discussion: \$2320 for 4th quarter advertising to Marketeer.

Motion: Original motion for \$2320 for 2 months, amended motion for \$1000 for 1 month
Motion by: Lisa Nelson
Seconded by: Thaddeus McGaffey
Motion passed unanimously

Topic: Lights

Discussion: Should we ask for participation from Merchants? Yes. If Merchants do not want to participate lights will not be put on their buildings. Mark Binkley will ask Jen Ling to go out and sell the lights.

Squire lot cost is \$750 and \$800 for roundabout at Third Street.

Motion: \$6650 allocated for lights on buildings. Co-op TBD.
Motion by: Lisa Nelson

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Seconded by: Thaddeus McGaffey
Motion passed unanimously

Call to the Public
No response

Adjournment 9:30
Motion by: Thaddeus McGaffery
Seconded by: Lisa Nelson
Motion passed unanimously

Next PSD board meeting — 7:30 a.m., October 2, 2012