

**City of Brighton**  
**Principal Shopping District Board Meeting Minutes – 9/11/12**  
**Regular Session**

Meeting called to order by Mark Binkley at 7:34 a.m.

Those in Attendance:

Mark Binkley Y	Lisa Nelson Y
Claudia Roblee Y	Peggy Mintz n arrived 7:40 a.m.
Nick Palizzi Y	Thaddeus McGaffey n arrived 7:40 a.m.
Cheryl Mayday Y	John Okoniewski Y
Sheryl Kemmerling Y	

Staff:

Matt Modrack

Lauri French

Audience:

6

Approval of the September 11, 2012 Agenda

Motion by: Nick Palizzi

Seconded by: Cheryl Mayday

Motion passed 7-0-2

Approval of the June 5, 2012 Meeting Minutes

Motion by: Lisa Nelson

Seconded by: Sheryl Kemmerling

Motion passed 5-0-4 with John Okoniewski and Nick Palizzi abstaining

Approval of the June 26, 2012 Meeting Minutes

Motion by: Nick Palizzi

Seconded by: Sheryl Kemmerling

Motion passed 5-0-4 with John Okoniewski and Lisa Nelson abstaining

Approval of the August 8, 2012 Meeting Minutes

Motion by: John Okoniewski

Seconded by: Cheryl Mayday

Motion passed 6-0-3 with Nick Palizzi abstaining

Approval of the August 2012 Financial Report

Motion by: Claudia Roblee

Seconded by: Lisa Nelson

Motion passed 9-0

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Call to the Public

No response

New Business

Topic: a. Presentation of proposed new community website, BrightonMICconnect.com – Andy Drake

Discussion: Andy Drake gave a presentation of what has been accomplished since last November's presentation. Since there was not enough time to discuss, Claudia requested this item be put on the next agenda.

Motion: None

Motion by:

Seconded by:

Motion

Old Business

Topic: Discuss FY 12-13 budget and finalize 4th quarter 2012 marketing budget allocation

Information from Adams Outdoor, WHMI, Marketeer, Christmas Décor (Mark Binkley) 4th Quarter Events to be discussed include Tridge or Treat (10/31/12), Holiday Glow (11/17/12), Small Business Saturday (11/24/12), Ladies Night (12/6/12) and Moonlight Madness (new-12/21/12)

Discussion: Mindy Tessmar presented WHMI proposal; total investment \$9425. Adams Outdoor Billboard Proposals range from \$3200 to \$16000 plus production costs. Static board on US-23 for 6 weeks is \$4800 - Digital on I-96 is \$4000 = \$8800 total. Ran out of time to make budget allocation decisions. Set up a date to meet again on Wednesday, September 19, at 7:30 a.m.

Motion: None

Motion by:

Seconded by:

Motion

Liaison Reports

- Marketing/Promotions (Pam McConeghy) – Pam introduced Jen Ling and Sophia Freni, Events Director, from the Chamber who are taking over Marketing/Promotions since Michelle Miller has left the Chamber. Jen will be the point person working with Lauri French.

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- City Council (Claudia Roblee) – No report
- Chamber of Commerce – No report
- DDA (Matt Modrack) – West/Main/North streetscape project started 9/10. Finalized lease with option to buy for Fifth Third parking lot property.
- Millpond Design Plan Subcommittee (Claudia Roblee) – Professional Engineering Associates (PEA) draft plan has been presented to Mill Pond Subcommittee. PEA will present to DDA at next week's meeting on 9/18/12.

Board Member Updates - None

Staff Updates - None

Call to the Public – No response

Adjournment 9:24

Motion by: Claudia Roblee

Seconded by: Cheryl Mayday

Motion passed 9-0

Respectfully submitted,

Claudia Roblee, Secretary

**Next PSD Board Special meeting – Wednesday Sept. 19 – 7:30 a.m.**

**Next PSD Board Regular Meeting – Tuesday, October 2, 2012 – 7:30 a.m.**