

City of Brighton
Principal Shopping District Board Meeting Minutes
Wednesday, September 1, 2015 7:30 a.m. Regular Session

1. Meeting called to order by Mark Binkley at 7:31 a.m.

Those in Attendance:

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

Motion by Sheryl Kemmerling, seconded by Lisa Nelson, to excuse the absence of Nick Palizzi, Jon Innes and Shawn Pipoly. The motion carried 6-0-3.

Staff:

Lauri French, Jen Ling, Matt Modrack

Audience: 2

2. **Approval** of September 1, 2015 agenda

Motion by Lisa Nelson, seconded by Steve Pilon, to approve the September 1, 2015 agenda as amended to move 7B, ZingTrain Customer Service Training Discussion, up to 6AA . The motion carried 6-0-3.

3. **Approval** of August 5, 2015 Regular Meeting Minutes

The August 5, 2015 meeting minutes could not be approved since there were not enough board members who were present at that meeting. Moved to October 6, 2015 PSD Meeting.

4. **Approval** of August 2015 PSD Financial Report

Motion by Steve Pilon, seconded by Sheryl Kemmerling, to approve the August 2015 PSD Financial Report. The motion carried 6-0-3.

5. Call to the Public was at 7:41 a.m., and was closed after hearing no response.

6. New Business

AA. Matt Modrack wanted to discuss the ZingTrain training again. He is concerned that offering this could be interpreted as criticism. He wants to be cautious not to offend anyone, and wanted to make sure the Board still wants to move forward. They talked about altering the message to focus on rewarding the businesses employees and as a way to ramp up everyone's game as the holiday season approaches. Jen Ling will draft another message and will send to the Board for approval.

A. Matt Langdon with the The Hero Roundtable international conference on heroism told the Board the conference will take place in Brighton this year at 2|42 Church. They are

planning to bring event attendees to downtown Brighton for lunch and to see the downtown area. They are looking to the PSD for help with transportation cost to get everyone from 2|42 Church to downtown Brighton. They are also requesting maps of downtown and PSD brochures to distribute. Last year they had 700 people, and have confirmed 150 so far this year, and they expect about 25% of attendees to be from out of town. If they get 300 attendees, it would cost \$1,300 for one bus for 2 days. They assume they will need 2 busses.

Motion by John Okoniewski, seconded by Sheryl Kemmerling, to allocate up to \$1,300 for transportation to downtown Brighton from the Hero Roundtable Conference with the stipulation that they have 300 paid attendees.

B. The Board was presented with a proposal for 4th quarter marketing from WHMI. They discussed it, and approved it.

Motion by John Okoniewski, supported by Sheryl Kemmerling, to approve the proposed 4th quarter marketing program for WHMI as presented and to allocate up to \$9,470.00. The motion carried 6-0-3.

Jen Ling will coordinate with Mindy Tessmar of WHMI on verbiage for commercials. If continued, the Board would like to use Cassidy Brown's voice, which is not included in the proposal price.

C. The Adams Outdoor Holiday Billboard options were examined by the Board, and they are interested in the static board on I-96 for \$3,500, and also the static board on US-23 that we have been using in Whitmore Lake that is \$3,000 for 5 weeks. We will also need to purchase the vinyl for a new design. Mark Binkley will ask Adams Outdoor to put a design together, continuing with the "Shop-Dine" theme.

Motion by Steve Pilon, seconded by Annette Jacoby, to approve up to \$7,500 for Adams Outdoor billboards on I-96 and US-23 with vinyl. The motion carried 6-0-3.

D. Lauri French discussed a draft RFP she created for a marketing proposal. She said to get an RFP, the PSD needs to be specific on what it is looking for. Lauri made some edits to a former proposal from when the PSD first started. This should be a good start to get the ball rolling, and this item will be put on the agenda for next month. The Board talked about the original plan to look into expanding advertising to outside the immediate area. Steve Pilon mentioned it might be a good idea to purchase ad space at a movie theatre in another city.

E. A civic event application was filled out for the December Ladies Night Out event. The stores will need to post signage reminding patrons that they cannot take alcohol outside the businesses. Patrons will start to be ticketed if alcohol is taken outside.

Motion by John Okoniewski, seconded by Sheryl Kemmerling, to authorize Mark Binkley to sign the December Ladies Night Out civic event application on behalf of the PSD Board.

7. Old Business

A. There was no discussion about the Coast to Coast Railway meeting, as none of the Board members present were at the meeting.

8. Liaison Reports

A. City Council (Lauri French) – For the City Council meeting tomorrow, there are signage ordinance amendments on the agenda.

B. Chamber of Commerce (Sophia Freni) – The Mayor of Detroit will be at the Chamber's next Power Lunch on September 14. Also, the owner of Zehnder's will be the keynote speaker at the October Power Dinner. Smokin' Jazz is September 11 & 12, and the street will be closed at 6:00 a.m. that Friday. The Farmers Market will be moved behind Two Brothers Coffee that Saturday. Sophia also asked for the PSD to be a media sponsor for the event.

C. DDA (Lauri French) – A soil study was done on the site where the Fifth Third Theatre is planned. A feasibility study was also conducted. An update with the results will be given at the September or October DDA meeting. The results are as expected thus far.

9. Board Member Updates – None

10. Staff Updates – Amy Cyphert's last day was a couple weeks ago. Dana Foster also submitted his resignation. Michelle Miller will be Lauri French's replacement, and she starts tomorrow. Lauri thanked everyone for seven great years and hopes to see everyone at her retirement party on Friday at Downtown Main.

11. Call to the Public was at 9:02, and was closed after hearing no response.

12. Motion by Lisa Nelson, seconded by Steve Pilon, to adjourn the meeting at 9:03 a.m. The motion carried 6-0-3.

Respectfully submitted,

Jen Ling, Recording Secretary
September 22, 2015

Next regular PSD board meeting –Tuesday, October 6, 2015 – 7:30 a.m.