

City of Brighton
Principal Shopping District Board Special Meeting Minutes
Wednesday, March 28, 2012 – 7:30 a.m.

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

Those in attendance:

Mark Binkley y	Lisa Nelson y
Claudia Roblee y	Shawn Pipoly n
Nick Palizzi y	Sheryl Kemmerling y
Cheryl Mayday y	John Okoniewski y
Art Des Gravise y	

Motion by Nick Palizzi, seconded by John Okoniewski, to excuse Shawn Pipoly from today's meeting. Motion carried 8-0-1.

Staff:

Matt Modrack, Lauri French, Michelle Whitney Miller

Also present was an audience of one.

2. Approval of March 28, 2012 Agenda

Motion by Nick Palizzi, seconded by Art Des Gravise, to approve the March 28, 2012 agenda. Motion carried 8-0-1.

3. Call to the Public

No response

4. New Business

a. Discuss and finalize 1st and 2nd Quarter 2012 marketing and/or advertising budget plans and the 3rd Quarter 2012, if time permits.

Mark explained lists of events. Talked about Ladies Night Out, Shop Local Saturdays, Mothers Day, Outdoor Cafe Promo, SELCRA Day of Magic, Americana Music Festival and Sidewalk Sales.

Ladies Night, Chicks for Charity. Cheryl Mayday felt that PSD should not advertise because it is for a charity. Lisa Nelson, Mark Binkley and Nick Palizzi felt we should because it is still Ladies Night Out. Matt Modrack asked if the Chicks for Charity is a PSD sanctioned event? Mark explained that the PSD has sanctioned it in the past and allocated advertising money for this event in the past. Matt stated that the decisions about the Ladies night should be made by the board and have protocol.

Shop Local Saturdays from May-October - co-op up to \$750. Michelle Miller will contact Marketeer for rates.

Michelle was also asked to come up with ideas for Mothers Day and bring them to the next PSD meeting on April 3. Michelle check with newspaper, advertiorial Marketeer, ideas for Mothers Day. Based on ideas and pricing we can decide how much to allocate at Tuesday's meeting.

Ladies Night committee is looking at sending out direct mail. There was a focus group of women who were interviewed and they said charities would bring them downtown. Possibilities for advertising are Marketeer and newspaper in an advertorial. Co-op advertising in Marketeer and the weekly magazine from the newspaper, possibly the back page of newspaper. Michelle will check on the pricing for these and bring that information to the next PSD meeting on April 3.

Lisa Nelson suggested that protocol for the PSD-sanctioned events be dates, time, advertising.

Motion by Lisa Nelson, seconded by John Okoniewski, to approve events on list through June (Ladies Night Out: Chicks for Charity; Shop Local Saturdays; Mother's Day; Outdoor Café Promotion and SELCRA Family & Outdoors Day). Motion passed 8-0-1.

Matt Modrack stated that he thought only group sanctioned events would be put on the Brighton Chamber digital sign. He mentioned that he is working on an event for Sundays involving canoes and kayaks in the Millpond and will have more information at next Tuesday's meeting.

Nick Palizzi is working on advertising and will bring Tuesday. Advertise ladies night out and / or Chicks for Charity.

Outdoor Cafe advertising. Nick Palizzi is meeting today with the restaurant group and will have feedback on Tuesday.

5. Call to the Public

Michelle Miller said that Ladies Night Out planning meetings for the merchants will be offered at 2 p.m. and 9 a.m. so that more people can attend. Needs good, strong, open communication. Gail Sherman asked if Eat, Dine, Shop could be used in all advertising. Ladies Night Out: Women like familiarity. Don't have a problem with charity but she feels the Ladies Night Out event should not be called Chicks for Charity. The charities and individual merchants and charities can advertise the charitable part of this.

6. Adjournment

Motion by John Okoniewski, seconded by Art Des Gravise, to adjourn the meeting at 9:05 a.m. Motion passed unanimously.

Next PSD board meeting – Tuesday, April 3, 2012 – 7:30 a.m.

Respectfully submitted,

Claudia Roblee, Secretary