

City of Brighton
Principal Shopping District Board Meeting Minutes
March 1, 2016 7:30 a.m. Regular Session

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

Those in Attendance:

| | |
|--------------------------------------|----------------|
| Mark Binkley Y | Lisa Nelson N |
| Nick Palizzi Y | Jon Innes Y |
| John Okoniewski Y | Steve Pilon N |
| Sheryl Kemmerling Y | Shawn Pipoly Y |
| Annette Jacoby Y (left at 8:45 a.m.) | |

Motion by Shawn Pipoly , seconded by Nick Palizzi, to excuse the absences of Lisa Nelson and Steve Pilon. The motion carried 7-0-2

Staff:

Michelle Miller, Jen Ling, Matt Modrack

Audience: 1

2. **Approval** of March 1, 2016 agenda

Motion by Nick Palizzi, seconded by Shawn Pipoly, to approve the March 1, 2016 agenda. The motion carried 7-0-2.

3. **Approval** of February 2, 2015 Regular Meeting Minutes

Motion by Shawn Pipoly, seconded by Jon Innes, to approve the February 5, 2016 Regular Meeting Minutes. The motion carried 5-0-2-2 with two absent, and Nick Palizzi and John Okeniewski abstaining.

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

Motion by Sheryl Kemmerling, seconded by Jon Innes, to approve the February 2016 PSD Financial Report. The motion carried 7-0-2.

5. Call to the Public was at 7:45, and was closed after hearing no response.

6. New Business

A. A Taste of Brighton (TOB)- there are three merchant sign-ups to date. Also, the City address has been added to the form for a drop off location.

The Board had a discussion about last month's motion to have the PSD's marketing & event coordinator "administer" the TOB event. After the motion was made at the last meeting, Mark Binkley thought about it, and felt that this needed to be reversed since TOB is not a PSD event, and the PSD Board does not have the authority to make that decision. After a discussion, the Board agreed.

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Motion by Shawn Pipoly, seconded by Annette Jacoby, to rescind the motion made at the February 2, 2016 meeting to have the PSD's Marketing and Event Coordinator administer A Taste of Brighton. Motion passed 5-0-2-2 with two absences, and Nick Palizzi and John Okeniewski abstaining.

Also, there was some confusion regarding the unpaid sponsorship for TOB from last year. The TOB Committee thought the sponsorship was supposed to come from Caitlin John Financial Advisors, but Caitlin John Financial Advisors sent an email on one of the PSD Board members saying that the sponsorship was not from them, but from Thaddeus McGaffey personally. The Board reviewed a PSD drafted letter to Caitlin John Financial Advisors letting them know the Board appreciates their support of downtown events, and that they hold no negative feelings toward them. The letter also states that the PSD only supports the event with marketing resources, and that all event planning and implementation is the responsibility of the event committee.

Motion by Shawn Pipoly, seconded by Jon Innes, to authorize the PSD Chairman to sign and send the drafted letter to Caitlin John Financial Advisors.

Some of the Board members felt the unpaid sponsorship should be of concern to the PSD, and some felt that it should not, since it is not a PSD event. It was decided that since the funds are flowing in and out through the PSD's bank account, the PSD is responsible, and until the TOB Committee becomes their own entity (which the PSD is recommending), they will have to bring the TOB account balance up to \$0, and know that the account cannot be negative again. Mark Binkley will make sure the negative balance is taken care of for this year.

B. Ladies Night Out- Jen Ling said she has been working on the May event. She will be emailing forms out this week, and plans to visit most of the businesses a well to personally touch base about the event and also A Taste of Brighton.

C. PSD Board of Directors Reappointments- Both Nick Palizzi and Lisa Nelson have been reappointed as of the last City Council meeting, which took place February 18, 2016.

7. Old Business

A. Discuss ZingTrain Training - 80 employees are signed up for the training, which is the max number of seats available. 74 of those seats have been paid for, and we have 23 on the waiting list. Due to the high level of interest, the Board discussed possibly offering another class in the future. Jen Ling is going to send out a press release highlighting our downtown merchants coming together to increase our level of customer service.

B. 2016 Michigan International Women's Show - Plans are moving along for the Women's Expo. Set-up will be in the evening on Wednesday, April 27 and teardown will

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be Sunday, May 1 when the expo ends at 4:00 p.m. Jon Innes said Big Acres might be willing to supply a bench for us to use in our booth.

C. Marketing Proposal & Next Steps- What do we want to do over the next three years? Do we want to keep doing what we are doing, or switch it up? Should we hire a consultant for a one-time game plan? Maybe have a few different companies come to a PSD meeting to do an RFP. It would be nice to know how much a consultant could cost. Matt Modrack will survey what is available, and will let the Board know. Those interested should send any info, including prices, to Matt Modrack.

8. Liaison Reports

A. City Council (Shawn Pipoly) – Nate Geinzer started last Monday. Diana Lowe declared her retirement. Gretchen Gomolka, City Finance Director started on February 29, 2016. Renee Pettengill, the newest City Councilmember, started at the February meeting.

B. Chamber of Commerce (Sophia Freni) – The Chamber has come up with a new document for all events to encourage event participation with the merchants, but will have guidelines for participating. Sophia plans to send this out to the merchants soon. Also, Sophia mentioned that Nate Geinzer was a speaker at the Chamber's last Power Lunch, and that their George Winston concert will take place April 9 at the BCPA.

C. DDA (Matt Modrack) – The DDA went through a project ranking process. They have a healthy budget, but have a lot of projects. He said 75% of the funds come from outside of the downtown area. The Mill Pond project is big right now, and Jerry Spitler is donating \$100,000.00 for a new band shell. He included that the theatre is listed toward the bottom. Matt feels that we need to establish an entertainment piece of our downtown to keep our dining community healthy. Also, the University of Michigan Health Center project begins this year. It will be at least 300,000 square feet, and will employ 375 people. Tomorrow, a County meeting will take place to discuss the repairing of Challis Road.

9. Board Member Updates- Mark Binkley said the parking lot light behind The Pound is out.

10. Staff Updates – Jen Ling mentioned that Stout Irish Pub is having a fundraiser Saturday, March 5 for The Great Lakes Burn Camp.

11. Call to the Public was at 9:05 a.m., and was closed after hearing no response.

12. Motion by Nick Palizzi, seconded by Shawn Pipoly, to adjourn the meeting at 9:05 a.m. The motion carried 7-0-2.

Respectfully submitted,

Jen Ling, Recording Secretary
March 30, 2016

Next regular PSD board meeting –Tuesday, April 5, 2016 – 7:30 a.m.