

**City of Brighton**  
**Principal Shopping District Board Meeting Minutes**  
**Wednesday, November 6, 2013 – 7:30 a.m. Regular Session**

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

Those in Attendance:

Mark Binkley Y	Lisa Nelson Y (left at 8:55)
Claudia Roblee Y	Nick Palizzi Y (left at 9:15)
Cheryl Mayday N	John Okoniewski N
Sheryl Kemmerling Y	Peggi Mintz N
Thaddeus McGaffey Y (arr. at 7:40)	

Moved by Nick Palizzi, seconded by Sheryl Kemmerling, to excuse Peggi Mintz, John Okoniewski and Cheryl Mayday. Approved unanimously.

Staff:

Matt Modrack  
Lauri French  
Jen Ling

Audience:

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**Approval** of November 6, 2013 Agenda

Motion by: Nick Palizzi

Seconded by: Sheryl Kemmerling

Motion approved 5-0-4

**Approval** of October 1, 2013 Regular Meeting Minutes

Motion by: Nick Palizzi

Seconded by: Sheryl Kemmerling

Motion approved 5-0-4

**Approval** of October, 2013 PSD Financial Report

Motion by: Claudia Roblee

Seconded by: Lisa Nelson

Motion approved 6-0-3

Call to the Public

Alex Hencken from Midwest Communications Lansing talked about the PSD's interest in expanding radio promotion to Mid-Michigan next year.

1. New Business

a. 12/5/13 Ladies Night Out Planning Status (Jen Ling)

Information has been gathered from everyone interested in participating. Promotion will be e-blasted through the Chamber, digital signs at Chamber and BHS as well as brochures and posters. Nick Palizzi is working on the brochure. Nick noted that Jen really helped save him time with the map by putting in all the merchant locations. There are 45 participants for this year's Ladies Night, up slightly from May's event. Jen advised that the Lamplighters, who have performed for free in the past, have asked for a small compensation (\$200) for this year.

Consider allocation of \$200 for Livingston Lamplighters to perform at 12/5 Ladies Night Out event.

Discussion:

Motion: To approve \$200 for Livingston Lamplighters to perform at the December 5 Ladies Night Out event

Motion by: Lisa Nelson

Seconded by: Nick Palizzi

Motion approved 6-0-3

b. Discuss Brighton Art Guild 2014 Kaleidoscope event planning (Claudia Roblee)

Discussion: Claudia Roblee explained that the Guild was having its biggest show outside of the city. Would like to bring that show back in the city. Mgr. Foster went to their board meeting to discuss next years show with them. Will have their response at the next meeting.

Motion: Work with Art Guild to bring Kaleidoscope back to downtown.

Motion by: Claudia Roblee

Seconded by: Nick Palizzi

Motion passed 6-0-3

c. Consider allocation of funds for placing ad in 2014 Livingston County Visitors Guide

Discussion: Full size page ad is \$1950. Nick Palizzi suggested making simpler, e.g., "shop, dine, play". Ad would be linked to mobile app and/or website. 1/2 page \$995. 1/2 page Islander size is \$1150. Nick suggested doing back cover with co-op with merchants. Jen will work on ad and work with Nick. Lauri will check to see when ad needs to be done for Jen.

Motion: Allocate \$1,150 to purchase 1/2 page Islander ad in the 2014 Livingston County Visitors Guide

Motion by: Thaddeus McGaffey

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Seconded by: Lisa Nelson  
Motion passed 6-0-3

2. Old Business

- a. Consider proposal and allocation of funds for PSD mobile app and update to PSD website (Nick Palizzi)

Discussion: Nick Palizzi advised that the mobile app is actually done. He presented our old website and also his new ideas. He created a Google calendar that can be shared on website; each merchant would be responsible for adding their own events. Guidelines need to be drafted about what can or cannot go on calendar. It was suggested to put out question to the MDA to find out what other communities have paid recently to update their websites. Lauri French will send out through MDA listserv a request for prices that other communities have paid for design, implementation and training.

Motion: Allocate \$5000 to Eight Ten Designs for website design and implementation, staff training and merchant training contingent upon receiving comparable costs from other communities.

Motion by: Thaddeus McGaffey  
Seconded by: Lisa Nelson  
Motion passed 5-0-3-1 with Nick Palizzi abstaining.

Holiday Lights Committee update (Mark Binkley)

Discussion: Christmas Décor has started putting lights up and the rest will go up before Holiday Glow. Sophia Freni from the Chamber will be coordinating with Christmas Decor for Holiday Glow (timing of lights, etc.). City has donated \$2,500 for cherry picker. Still short \$1,234. Sponsorship may be coming in at \$2,000. Question was asked if Sponsor name could go on the Main Street banner.

2014 Michigan International Women's Show sub-committee report

Discussion: No report except that Lauri French did reserve the booth for next year's show. Committee will give report no later than February.

Continue preliminary SAD discussion

Discussion: We need a special meeting to discuss. Lauri French will set up a special meeting and send out notices.

Liaison Reports:

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a. City Council (Claudia Roblee) Mill Pond weed harvesting has been completed and the Mill Pond looks really good. She reviewed the election results and noted that she will have to step down so that a council liaison can be installed. A new secretary will have to be elected. Today is Claudia's last meeting.

b. Chamber of Commerce

c. DDA (Matt Modrack) SELCRA Halloween Tridge or Treat event ended up being held in city hall building due to bad weather. This shows how building could be used as a community building.

d. Millpond Design Plan Subcommittee (Claudia Roblee) – Nothing new to report

Board Member Updates

a. MDA Conference feedback (Matt Modrack, Lauri French) Lauri French reviewed some of the workshop topics from the conference and advised that we are already doing almost everything that was talked about at conference. Also talked about downtown housing. Biggest discussion at the conference was on Opt-outs on TIF budgets that is being worked on in Lansing. Bill Rogers is coming to the November 19 DDA meeting. Social Media discussions. It was an affirming conference. Lauri noted that Rochester does charge merchants for some events.

10. Staff Updates

11. Call to the Public

12. Adjournment at 9:30 a.m.

Motion by:

Seconded by:

Motion

Respectfully submitted,

Claudia Roblee, Secretary

**Next regular PSD board meeting – Tuesday, December 3, 2013 – 7:30 a.m.**