

City of Brighton
Principal Shopping District Board Meeting Minutes
July 9, 2013 - 7:30 a.m. - Regular Session

Meeting called to order by Mark Binkley at 7:33 a.m.

Those in Attendance:

Mark Binkley	Y	left at 8:50	Lisa Nelson	Y
Claudia Roblee	Y		Nick Palizzi	Y
Cheryl Mayday	N		John Okoniewski	N
Sheryl Kemmerling	Y	left at 9:05	Peggi Mintz	N
Thaddeus McGaffey	Y			

Nick Palizzi made the motion to excuse John Okoniewski and Cheryl Mayday. Sheryl Kemmerling supported. Motion was approved unanimously.

Staff:

Matt Modrack
Lauri French

Audience:

4

Approval of the July 9, 2013 Agenda
Add 7c Presentation from Argus by Carli Wood
Motion by: Lisa Nelson as amended
Seconded by: Sheryl Kemmerling
Motion passed unanimously

Approval of the May 7, 2013 Meeting Minutes
Motion by: Thaddeus McGaffey
Seconded by: Lisa Nelson
Motion passed 5-0-3-1 with Nick Palizzi abstaining

Approval of the June 4, 2013 Meeting Minutes
Motion by: Nick Palizzi
Seconded by: Thaddeus McGaffey
Motion passed unanimously

Approval of the June 2013 Financial Report
Motion by: Claudia Roblee
Seconded by: Nick Palizzi
Motion passed unanimously

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Call to the Public at 7:40 a.m. Hearing no response, call to the public was closed.

New Business

Topic: Presentation from Jason Matznick, Linkupmobilesolutions.com

Discussion: Text message marketing for small businesses. Getting info to consumer on an immediate basis. Did an example. Nick is working with Mobile Hippo for a mobile website. This can help piggyback on that.

Motion: Nick Palizzi to explore possibilities of mobile sites and text messaging campaigns to report back at next meeting

Motion by: Lisa Nelson

Seconded by: Thaddeus McGaffey

Motion passed unanimously

Topic: Consider allocation of funds not to exceed \$900 for a generic Downtown Brighton banner to be used between events

Discussion: Do we need banner 365-24/7? Economy of scale. Nick Palizzi and Mark Binkley will work to come up with design for generic for next month's meeting.

Topic: Presentation from Press & Argus by Carli Wood

Discussion: Presented Argus rates and services. Was discussed to advertise for Taste of Brighton if we can get it in the paper tomorrow.

Motion: Pay for 1/2 page with special pricing for Taste of Brighton with Taste of Brighton Committee paying for half to be inserted in 7/10/13 paper. Nick Palizzi will help to design.

Motion by: Nick Palizzi

Seconded by: Lisa Nelson

Motion passed unanimously

Old Business

Topic: "Taste of Brighton & Summerfest Sidewalk Shopping" update (Thaddeus McGaffey)

Discussion: 60 participating businesses. Last meeting for committee is tonight. Nick Palizzi presented map and website. Not a lot of info on website, sending people to mobile app.

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Motion: \$250 shopping spree from participating downtown merchants. Winner gets to pick 5 merchants. PSD and Taste of Brighton committee will split the purchase of gift cards from merchants. Mobile app to provide demographic. Nick Palizzi will coordinate.

Motion by: Thaddeus McGaffey
Seconded by: Nick Palizzi
Motion passed unanimously

Topic: Results of Staff investigation into security costs for pavilion/Imagination Station (Matt Modrack)

Discussion: Will discuss at next meeting.

Topic: Discuss findings for directional signs at Tridge for businesses on Grand River (Matt Modrack)

Discussion: Will discuss at next meeting.

Topic: Consider allocation of funds for signs to direct Powerade Soccer Tournament participants to downtown Brighton in August

Discussion: Will discuss at next meeting

Liaison Reports

- a. City Council (Claudia Roblee): Two redevelopment liquor licenses request are on the July 18 agenda for approval along with approval of two sculpture donations to the City.
- b. Chamber of Commerce: Matt Modrack will get with Chamber to make sure A-list is adequately covered on FB page
- c. DDA (Matt Modrack): Progress with CSX west parking lot. Arts Council will get bids for BACC Sculpture Garden bids on Thursday, 7/11.
- d. Millpond Design Plan Subcommittee (Claudia Roblee): Received pricing yesterday on first phase. Presentation will be made to DDA board in September.

Board Member Updates

Thaddeus McGaffey requested that we add to an upcoming agenda an item about marketing outside of our market area per "Best of" Voting.

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Staff Updates

Call to the Public

George Moses stated that the Taste of Brighton was on front cover and full page inside for free in latest Marketeer. The Board thanked him for the donation.

Adjournment

Motion by: Claudia Roblee

Seconded by: Thaddeus McGaffey

Motion could not be passed as there were not enough members due to early exits by members.

Next PSD board meeting – **Wednesday, August 7, 2013** – 7:30 a.m. (changed due to possible primary on 8/6/13).

Respectfully submitted,

Claudia Roblee, Secretary