

Call to the Public

No response

New Business

Topic: Lisa Mazzola, Brighton Patch.com advertising

Discussion: Lisa Mazzola went through the Patch website. Patch is owned by AOL.

Patch pays for advertising on Google. Advertising opportunities are as follows: Video done. Shoot for 90 minutes at 1 location. Video would be 90 seconds. \$1,260 per year. Click through to anyplace like FB, websites, etc.

Holiday guide, \$720 per month,

Gift wrap page \$600 per month. Lisa Mazzola will put an email with rates together and send to Lauri to send to board members.

Motion: None

Motion by:

Seconded by:

Motion

Topic

Old Business

Topic: BrightonMIConnect.com discussion

Discussion: Claudia Roblee explained that we as a board are here "To Further Enhance Our Downtown Brighton Community Through Exciting and Progressive Marketing" according to our bylaws. We have done that but now we need to take it to next step. Lisa Nelson felt that these types of sites would not be well utilized.

Motion: To expend \$100 for PSD to become part of the Brightonmicconnect.com and in January look at new web designer if necessary.

Motion by: Thaddeus McGaffey

Seconded by: Sheryl Kemmerling

Motion passed unanimously

Topic: Continuation of 4th quarter marketing discussion

Discussion: Static billboard on 23 and digital on 96 for \$7,700, will try to get merchants to co-op. \$6650 for Holiday Lights approved with co-op. If everyone contributed \$50 half our costs would be covered. John Okoniewski suggested that we don't spend the \$1,000 for Marketeer ad for contributor recognition for the lights. Lisa Nelson suggested doing per foot at \$1.50 instead of \$50 per building.

Direction: Jen Ling to go out and sell it to merchants at \$1.50 per foot with recognition at WHMI Small Business Saturday commercials. Merchants will have to pay in advance.

Direction: WHMI - Would like to explore co-op to reduce PSD price.
Eliminate Tridge or Treat, reduce Midnight Madness, reduce Ladies Night.
Approximately \$7,190 without co-op.

Motion by: None

Seconded by:

Motion

Topic:

Discussion: Banners

Motion: Approve up to \$2100 for 2 banners each advertising 2 events. Mark Binkley and Matt Modrack will look at new banners from Adams Outdoor to see if quality is there and purchase from them which will reduce these costs.

Motion by: John Okoniewski

Seconded by: Lisa Nelson

Motion passed unanimously

Liaison Reports

- Marketing/Promotions (Jen Ling)
 - 1 Holiday Glow window decorating
 - 2 Ladies Night & Moonlight Madness proposals

Jen passed out proposals for each program. She will talk to merchants at the Merchants meeting on Friday to get details down.

- City Council (Claudia Roblee) - Second informational meeting for bond proposal was presented last night.
- Chamber of Commerce – No report
- DDA (Matt Modrack) – No report
- Millpond Design Plan Subcommittee (Claudia Roblee) - Second look was presented to DDA. They will be discussing at next DDA meeting. Mark Binkley asked if PEA could possibly do presentation at PSD meeting.

Board Member Updates

Claudia Roblee asked if anyone was going to the Retail Marketing Boot Camp this Thursday and said she was going if anyone wanted to ride with her.

Staff Updates

None

Call to the Public

George Moses of Marketeer asked whether the \$1000 could be allocated for both November and December? The original allocation was only for December. He suggested splitting the same amount (\$1000) for both months.

Lisa Nelson made an amendment to the original motion to allocate \$1000 total for November and December. Thaddeus McGaffey supported. Motion passed unanimously

Adjournment 9:33

Motion by: Lisa Nelson

Seconded by: Peggy Mintz

Motion passed unanimously

Next PSD board meeting — **Wednesday, November 7, 2012 – 7:30 a.m. (changed due to election on Tuesday, November 6, 2012)**

Respectfully submitted,

Claudia Roblee, Secretary
October 2, 2012