

City of Brighton
Principal Shopping District Board Meeting Minutes
Wednesday, August 5, 2015 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 | Y (left at 8:53 a.m.) |
| Nick Palizzi | N | Jon Innes | Y |
| John Okoniewski | N | Steve Pilon | Y (left at 8:56 a.m.) |
| Sheryl Kemmerling | N | Shawn Pipoly | Y |
| Annette Jacoby | Y | | |

Motion by Annette Jacoby, seconded by Shawn Pipoly, to excuse the absence of John Okoniewski and Sheryl Kemmerling. The motion carried 6-0-3.

Staff:

Lauri French, Jen Ling

Audience: 1

2. **Approval** of August 5, 2015 agenda

Motion by Shawn Pipoly, seconded by Jon Innes, to approve the August 5, 2015 agenda as amended to add Mill Pond Signs and Banners under 6.C. and to add Hour Magazine under 6.D. The motion carried 6-0-3.

3. **Approval** of July 7, 2015 Regular Meeting Minutes

Motion by Shawn Pipoly, seconded by Annette Jacoby, to approve the July 7, 2015 regular meeting minutes. The motion carried 6-0-3.

4. **Approval** of July 2015 PSD Financial Report

Motion by Lisa Nelson, seconded by Shawn Pipoly, to approve the July 2015 PSD Financial Report. The motion carried 6-0-3.

5. Call to the Public was at 7:38 a.m., and was closed after hearing no response.

6. New Business

A. Brighton High School Principal, Gavin Johnson, talked about Pink Week, their district-wide event to raise awareness for breast cancer and raise funds for local cancer centers. He is requesting to put a banner downtown to advertise Pink Week. He would like to get downtown involved by having the stores decorate in pink and having the employees wear pink. He said sponsorship opportunities are also available, and the board agreed to send out information to the merchants about this. The board likes the idea of the banner, and asked that it say, "Downtown Brighton supports Pink Week" since this is not a PSD

event. BHS students will design the banner with input and help from Jen Ling. He would really like to see this grow into a community-wide event in the coming years. The board was receptive to that and decided it is a possibility in the future.

Motion by Lisa Nelson, seconded by Jon Innes to allow Brighton Area Schools to have a banner up from September 15, 2015 to September 29, 2015 to promote Pink Week with design input and approval of the PSD.

The board decided they wanted to pay for the full banner to show their support. A friendly amendment to the above motion was made by Shawn Pipoly, seconded by Jon Innes, to add that the PSD will pay for the banner and to allocate up to \$660. The motion carried 6-0-3.

B. Mark Binkley brought up the holiday lights proposal for 2015 from Shine. The board discussed it, and decided to allocate the money for Shine, but would like to have them come to the September board meeting so they can bring up some concerns from last year and to discuss the proposal further.

Motion by Shawn Pipoly, seconded by Lisa Nelson, to allocate \$20,580 for Shine Holiday Lights for 2015. The motion carried 6-0-3.

C. Mark Binkley talked about the signs and banners hanging at the Mill Pond. He pointed out that often times they are not hanging straight and they look bad. He asked the board to think about what the PSD can do about this. He also talked about putting signage at Main St. and Grand River and at Main and Third St. when Main Street is closed for an event so people know why the street is closed. Jimmy Banish with The Legacy Center recommended a pyramid style sign holder that holds coroplast signs. He will send over more info about these in case the PSD decides to look into them.

D. Lauri French talked about an advertising opportunity in Hour Magazine. They would have to do a minimum of three issues and wondered if they could do a co-op with 1/8 page ads instead of 1/4 page ads. The PSD would have to sell the co-op ads. Need to clarify details and will send out to merchants. The board again discussed advertising outside the immediate area, and would like to get some input from an outside source. They may look into getting a marketing consultant, and discussed possibly having a special meeting to talk more about this.

7. Old Business

A. Jon Innes gave an update regarding A Taste of Brighton feedback. He said everything went well and that the businesses were happy. There will be further discussion at the September meeting after the event planning committee holds their wrap-up meeting.

B. Jimmy Banish gave an update on the Legacy Center and talked about shuttles they are running during the Powerade Tournament. Mark Binkley recommended he use the North Street parking lot for the shuttle stop downtown. Jimmy requested to put shuttle signage out, and was told he shouldn't need a permit. Jimmy also talked about The

Legacy Center's Elite program, and asked about sending the info out to the PSD merchants. He will work with Jen Ling to get that information out.

C. Mark Binkley requested this item be moved to the September agenda.

9. Liaison Reports

A. City Council (Shawn Pipoly) – None

B. Chamber of Commerce (Sophia Freni) – Brighton's Fine Art & Acoustic Music Festival went well!

C. DDA (Lauri French) – The Excelda lot has been great, and is being used every day. Also, soil samples are being done to see if the area planned for the Fifth Third Theatre can be used as planned. A theater study has been commissioned by the DDA and the results should be available in about a month.

10. Board Member Updates – None

11. Staff Updates – Matt Modrack is doing well and is now home. Planning & Zoning Director Amy Cyphert recently gave her notice after 10 years with the city. Lauri French has 30 days left before she retires and her going away party is planned for Friday, September 4 at Downtown Main Martini Bar from 4:00-7:00 p.m.

12. Call to the Public was at 9:00, and was closed after hearing no response.

13. Motion by Jon Innes, seconded by Annette Jacoby, to adjourn the meeting at 9:01 a.m. The motion carried 4-0.

Respectfully submitted,

Jen Ling, Recording Secretary
August 31, 2015

Next regular PSD board meeting –Tuesday, September 1, 2015 – 7:30 a.m.