

City of Brighton
Principal Shopping District Board Meeting Minutes
Wednesday, November 7, 2012 – 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	arrived 7:33 a.m.
Claudia Roblee	y	Nick Palizzi	n
Cheryl Mayday	y	John Okoniewski	y
Sheryl Kemmerling	n	Peggi Mintz	y

Thaddeus McGaffey arrived 7:33 a.m.

Motion by John Okoniewski, supported by Cheryl Mayday, to excuse Sheryl Kemmerling and Nick Palizzi. Motion passed unanimously.

Staff:

Matt Modrack
Lauri French

Audience:

5

Approval of the November 7, 2012 Agenda

Motion by: John Okoniewski

Seconded by: Peggy Mintz

Motion passed unanimously

Approval of the October 2, 2012 Meeting Minutes

Motion by: John Okoniewski

Seconded by: Lisa Nelson

Motion passed unanimously with Cheryl Mayday abstaining.

Approval of the October 2012 Financial Report

Motion by: John Okoniewski

Seconded by: Cheryl Mayday

Motion passed unanimously

Call to the Public

No response

Old Business

Topic: BrightonMICConnect.com update (Claudia Roblee)

Discussion: Lauri French and Claudia Roblee had a meeting with Andy Drake to discuss what we wanted the PSD pages to look like on BrightonMICconnect. We are awaiting the draft pages. At the last council meeting the subject of social media and community websites came up. Claudia Roblee informed council of what the PSD is doing and the city manager is also looking at doing something with BrightonMICconnect on a city-wide basis.

Topic: Finalize 4th Quarter 2012 marketing budget; discuss 2013 events

Discussion: Jen Ling has been pounding the pavement to get merchant commitments for co-op billboards and holiday lights. Original billboard budget allocation was \$7700 and 11 merchants have committed to \$4,400 of that, so the PSD's total cost will be \$3,300.

Budget allocation for Holiday Lights was \$6,250 and the merchants have contributed \$1,650 so far for a total PSD cost of \$4,994.

Budget allocation for radio ads on WHMI was \$7,190 and \$1,800 has been committed by merchants for a total PSD cost of \$5,390.

Final report and numbers will be reconciled by next meeting. Mark Binkley and Lisa Nelson will work with WHMI to finalize radio scripts.

George Moses of the Marketeer will donate an attribution page for people who donated money for the lights.

Topic: Past due co-op invoice - Readdy Boutique

Discussion: Ally Readdy claimed that there was no way she would have approved two billboard rotations at a total cost of \$800 as she had just started her business. She has paid \$200 toward the \$400 she feels she owes (not including interest due). Madison Alexis owner has not paid anything to date. Lisa Nelson feels Madison Alexis needs to be held accountable as all independent stylists paid the owner and the owner has not paid the bill.

John Okoniewski feels that Readdy should pay balance of \$400 plus interest by November 30, 2012.

Motion: Take Madison Alexis to Small Claims court

Motion by: Lisa Nelson

Seconded by: John Okoniewski

Motion passed unanimously

Motion: Settle with Readdy Boutique for \$256 (\$200 balance owing plus interest) if the bill is paid by November 30, 2012. If Readdy Boutique does not pay \$256 by end of November, authorize staff to take full balance owed of \$666 to small claims court.

Motion by: Thaddeus McGaffey

Seconded by: Lisa Nelson

Motion passed unanimously
New Business

Topic: Renee Magaluk, MLive Media Group presentation

Discussion: Renee Magaluk showed slide presentation. 4 million readers. Create a campaign that will create awareness of shopping and dining. Showed examples of ads online. Talked about mobile and tablet ads. Ads can be targeted demographically. They will create ads. If we feel they can fit goals of PSD then she will bring a campaign back next month with costs. Lisa asked what MLive demographics are. Does board want Washtenaw and western Oakland counties? 4 different campaigns shown on slide show. Directed Lauri French to forward info to Mlive so they can get a proposal to us for the next PSD meeting in December.

Motion: None

Motion by:
Seconded by:
Motion

Liaison Reports

a. Marketing/Promotions (Jen Ling)

1 Holiday Glow planning update including status of holiday lights program

Chamber is upgrading lights for Millpond area. Jen read letter from Pam McConeghy outlining the changes for this year's Holiday Glow. Pam plans to ask the DDA for an additional \$5,000 to help cover increased costs.

2 Ladies Night & Moonlight Madness update

Ladies Night planning is going well. Moonlight Madness changed to Extended Holiday Hours until 10 p.m. Lisa Nelson will work with Nick Palizzi on design for Ladies Night banner. It was discussed that a generic banner be made for "Shop Local for the Holidays" instead of an Extended Holiday Event Banner.

Motion: Claudia Roblee moved that Lisa Nelson and Nick Palizzi design Ladies Night and "Shop Local for the Holidays" Banners and coordinate with Jen Ling. Shop Local Holiday Banner will go up when Ladies Night banner comes down. John Okoniewski seconded motion. Motion passed unanimously.

b. City Council (Claudia Roblee) - Council has their annual retreat this weekend at the community center

c. Chamber of Commerce – No report

- d. DDA (Matt Modrack) Two construction projects with private businesses are going well and Main-West intersection is done. All looks good.

Consider approval for Brighton Area Schools' banner for an upcoming play on December 7 at Brighton High School. Board members agreed that downtown events take priority and directed Matt Modrack to contact the high school to advise that the Board did not approve their banner since the Ladies Night banner was already approved.

- e. Millpond Design Plan Subcommittee (Claudia Roblee) - Awaiting DDA November meeting for final say on second look.

Board Member Updates

Bink and Babs, new women's accessories (and more) store start-up by the Binkleys, is doing a "soft" opening on Friday, November 9. Official store opening is on Small Business Saturday, November 24.

Hush is celebrating their 5 year anniversary this November.

Lauri French and Claudia Roblee attended the Michigan Downtown Association Statewide Conference in Petoskey last Thursday and Friday.

Staff Updates

Call to the Public

None

Adjournment at 9:10 a.m.

Motion by: John Okoniewski

Seconded by: Lisa Nelson

Motion passed unanimously

Next PSD board meeting – Tuesday, December 4, 2012 – 7:30 a.m.