

**City of Brighton
Principal Shopping District Board Meeting Minutes
Tuesday, April 2, 2013 – 7:30 a.m.
Regular Session**

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

Those in Attendance:

Mark Binkley	y	Lisa Nelson	y
Claudia Roblee	y	Nick Palizzi	y
Cheryl Mayday	y, l at 9:45	John Okoniewski	y, left at 9
Sheryl Kemmerling	n	Peggi Mintz	n
Thaddeus McGaffey	y		

Motion by Claudia Roblee, supported by Nick Palizzi, to excuse Sheryl Kemmerling and Peggi Mintz. Motion passed 6-0-3.

Staff:

Matt Modrack
Lauri French

Audience: 4

Approval of the April 2, 2013 Agenda

Motion by: Thaddeus McGaffey

Seconded by: Nick Palizzi

Motion passed 7-0-2

Approval of the March 5, 2013 Meeting Minutes

Motion by: Thaddeus McGaffey

Seconded by: John Okoniewski

Motion passed 6-0-2-1 with Nick Palizzi abstaining

Approval of the March 2013 Financial Report

Motion by: John Okoniewski

Seconded by: Thaddeus McGaffey

Motion passed 7-0-2

Call to the Public was made at 7:35. Hearing no response, call to the public was closed.

New Business

Topic: Nancy Johnson, Livingston SBTDC – Downtown Brighton Blogging

Discussion: Gave presentation on Blogging. Marketing.greater.com will grade your website. Blogging will update your website often. Word Press is good blog site. People

that blog get 55% more traffic to website and 75% more leads. Nick Palizzi offered to work on a blog with Nancy and train the PSD members.

Topic: Discuss revised banner installation costs from Signs by Tomorrow

Discussion: Matt Modrack presented costs for banner installation and de-installation. Nick suggested to get generic banner to install between events to save on installation costs.

Topic: 2013 Livingston County Guide merchant ad proposal

Discussion: Lauri French presented proposal from Press and Argus. Directed Staff to forward information to merchants and respond directly to Livingston Guide.

Old Business

Topic: Ladies Night event planning update (Jen Ling, Mark Binkley)

Mark Binkley reviewed the WHMI proposal for Ladies Night & Mother's Day ads. Ads would run 6 times a day 4/28-5/2 for Ladies Night and 5/3-5/11 for Mother's Day. The cost is \$1,050 for each campaign, or a total of \$2,100.

Jen Ling gave an update on what has been done so far for Ladies Night. Barb Barden is trying to arrange special rates with local hotels. A local photographer will be available to take pictures. Livingston Lamplighters have been contacted to see if they would be willing to perform at no charge. She contacted a local gym to see if they would do a flash mob. Banner has been ordered. Event info has been distributed to multiple free sites. Merchant sign up sheets should be back next week. Will ask merchants to send out info to contact list.

Merchant survey update (Jen Ling)

Sent the survey out by email to merchants on March 26; have only received 9 responses back. Will send out reminder.

Motion: Approve radio spots for Ladies Night Out at \$1,050 and Mother's Day at \$1050.00 for a total of \$2,100. Mark Binkley will work with Mindy Tessmar from WHMI on scripts for ads.

Motion by: Thaddeus McGaffey

Seconded by: Nick Palizzi

Motion passed 6-0-2-1 with Cheryl Mayday abstaining.

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

Civic event application status

Turned in to civic event committee. Police chief recommended not having open alcohol on Main Street for this year. Wants restaurants to do tastes of signature dishes. Off Main St. restaurants will be attached to music pods. Off Main retailers are invited to participate.

DDA Director's request to have PSD receive participation fees from Taste of Brighton event and disburse payments out of PSD Fund.

Thaddeus McGaffey suggested PSD be the clearing house for the accounting. Claudia Roblee asked if there was a budget and a means to pay for the event already set up. It was explained that the event would be based on money collected and scaled back if necessary.

Motion by Nick Palizzi, supported by Lisa Nelson, to have PSD receive participation fees and disburse payments out of the PSD Fund. Motion passed 7-0-2.

3. Review banner schedule for Taste of Brighton event
Slot is available

4. Consider approval to purchase banner and pay for installation/take down

Banners needs to be approved in May

Matt asked if COC is going to participate. Thaddeus McGaffey and Sophia Freni are working on a proposal for Chamber. PSD will have to vote on proposal (contract). This needs to be approved at the May meeting.

Music needs to be contracted. Individual restaurants can do this or PSD needs to approve.

Topic: Consider approval and allocate money to print & stuff brochures for Novi Women's Expo

Discussion: Matt Modrack suggested that we also need a booth. Novi Expo attracts 45,000 women to this event. Nick Palizzi has a contact at the expo location and will contact him to see if we can get a booth, costs, etc.

Motion by Claudia Roblee, supported by Lisa Nelson, to allocate up to \$2,000 for participation in the Novi Women's Expo. Staff will coordinate. Motion passed 6-0-3.

Motion by Nick Palizzi, supported by Thaddeus McGaffey, to allocate up to \$1,300 to print 10,000 women's brochures and 10,000 restaurant brochures. Motion passed 6-0-3.

Topic: Consider approval and allocate money to print brochures for special events (i.e., Tour de Cure) and distribution to rest stops, hotels, etc.

Motion: See above

Motion by:

Seconded by:

Motion

Topic: Event “gaps” and possible new event banners required (Matt Modrack)

Discussion: To be discussed in May

Topic: Status of Adams Outdoor billboard on US-23

Discussion: Can do Taste of Brighton for \$600. Will need to be decided in May.

Liaison Reports

- a. City Council: (Claudia Roblee) - PSD extended until November 2015 by Council on 3/21/13. Some City Council members are questioning the funding of the PSD by the DDA. Council also brought up the Main St. banner policy and who has the authority to approve which banners get put up.
- b. Chamber: (Jen Ling) No report
- c. DDA: (Matt Modrack) No report
Holiday lights committee – Mond Miller, Linda Botka from DDA
- d. Millpond Design Plan Subcommittee (Claudia Roblee) – DDA board approved PEA to develop detailed drawings and cost estimates for the Millpond Master Plan update.

Board Member Updates

BACC update – DIA Inside|Out Program (Claudia Roblee) - Gave update on status of program; working with Guild and Chamber to coordinate events.

Staff Updates - None

Call to the Public was made at 9:55 a.m. Hearing no response, call to the public was closed.

Adjournment 9:55 a.m.

Motion by: Nick Palizzi

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Seconded by: Lisa Nelson
Motion

Next PSD board meeting - **Tuesday, May 7, 2013** -7:30 a.m.

Respectfully submitted,

Claudia Roblee, Secretary