

City of Brighton
Principal Shopping District Board Meeting Minutes
May 3, 2016 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 N
Nick Palizzi Y (arr. 7:33; left 8:52)	Jon Innes Y
John Okoniewski Y	Steve Pilon N
Sheryl Kemmerling Y	Shawn Pipoly Y
Annette Jacoby Y	

Motion by Jon Innes, seconded by Shawn Pipoly, to excuse the absence of Lisa Nelson.
The motion carried 7-0-2

Staff:

Michelle Miller, Jen Ling, Matt Modrack

Audience: 1

2. **Approval** of May 3, 2016 agenda

Motion by Shawn Pipoly, seconded by Jon Innes, to approve the May 3, 2016 agenda as presented. The motion carried 8-0-1.

3. **Approval** of April 5, 2016 Regular Meeting Minutes

Cannot approve. Not enough Board members are in attendance who were at the April 5, 2016 meeting.

4. **Approval** of April 2016 PSD Financial Report

Motion by Sheryl Kemmerling, seconded by Shawn Pipoly, to approve the April 2016 PSD Financial Report. The motion carried 8-0-1.

The DDA approved the cost of the marketing strategy campaign. Regarding holiday lights- in the past the City contributed \$15,000. This time, they will be contributing \$5,000. This will be added to next month's meeting agenda.

5. Call to the Public was at 7:37. George Moses with the Marketeer donated an ad for Ladies Night Out, and said it can be found in the middle section of the publication. George also sponsored \$500 for the bags for the Women's Expo in Novi. He and Tom Coates spent some time at the booth, and really enjoyed it. He also mentioned that Sue Jarvis, who owns the Wilderdest building, said there may be some buyers interested in taking over the business.

6. New Business

A. Livingston Sunrise Rotary Club Banner Request- Jim Gilmore and Craig Gill of the Sunrise Rotary discussed their Hungry Duck Run, and said it is a major community event and fundraiser and it brings a lot of people into town. They are hoping to use the PSD's

banner space for a week or however long they can before their event on July 4. Michelle will ask DPW about a schedule that works for them to put it up.

Motion by Sheryl Kemmerling, seconded by Nick Palizzi, to let the Sunrise Rotary Club use the banner space for 7 to 10 days starting June 21 through July 1, subject to DPW availability.

B. POW! Strategies Contract- The DDA is picking up the tab to hire Cristina Sheppard-Decius for marketing strategy. The Board reviewed a schedule of services she sent along that includes some surveys, focus groups and stakeholder meetings. The Board was asked to choose one event that she will be present at to handle the survey, and they chose A Taste of Brighton unless the weather is bad. Additional surveys will be handled by staff or volunteers. Shawn Pipoly added that city council is very receptive to the PSD hiring a marketing consultant.

Motion by Shawn Pipoly seconded by John Okeniewski, to authorize the PSD Board chairman to sign the contract for POW! Strategies.

7. Old Business

A. Ladies Night Out (Jen Ling)- Jen gave an update about Ladies Night Out. She talked about the Facebook ads campaign that she created, and said it has been extremely successful. The number of people who have seen the ads so far been roughly 10,000, with about 600 engagements, spending a total of less than \$150 so far. Also, Nick Palizzi designed a new logo for Ladies Night Out that has been incorporated in some of the marketing (it was created after most of the marketing pieces had already been designed). This logo will be used going forward. The weather looks good for the event!

B. 2016 Michigan International Women's Show- Cathy Dedakis discussed the Women's Show, and reiterated what a great event it is, and still feels that it is such a great way to spread the word about downtown Brighton. She also said, however, said that many merchants don't seem to realize what a great opportunity it is to be a part of, as it is always difficult to get volunteers to man the booth. She suggested that having random merchants manning the booth might not be the best idea, as much information that should be pushed out to attendees seems to be lost in translation. Maybe it would be worth it to hire someone to better represent the downtown? She asked if maybe we utilize one booth space instead of two and use those funds to pay someone. Nick Palizzi suggested hiring Gal Friday. John Okeniewski suggested having teams of volunteers, so there is always one person there who knows what's going on. Jen Ling suggested having a short volunteer training before the show. Maybe the PSD can get some input from Cristina Sheppard about this. Jon Innes offered to have his staff compile the information collected from the show.

C. A Taste of Brighton- Nick Palizzi presented a proposal for the marketing budget for A Taste of Brighton, and included what financial support the committee is hoping to get from the PSD. They are asking for \$10,000 this year instead of \$8,750, as in the past. He listed what that amount would cover.

Motion by John Okeniewski, seconded by Sheryl Kemmerling, to approve the \$10,000 budget for A Taste of Brighton.

8. Liaison Reports

A. City Council (Shawn Pipoly) – City council is working to finalize the 2016-2017 budget. They have not received any resumes yet to fill the seat left open by Shanda Willis. They are hoping to fill this seat next month.

B. Chamber of Commerce (Sophia Freni) – The Chamber has a Power Lunch coming up May 9. The Chamber golf outing is June 13. Sophia mentioned she is willing to help with the survey at the Chamber events. She suggested that maybe they can have a drawing for people who come to all three events.

C. DDA (Michelle Miller) – The DDA Board of Directors is allocating \$115,000 of their annual budget to the City for the next two years, and \$150,000 the following two years. The DDA also allocated a grant match in the amount of \$134,000.00 for the next two years for the Brighton Interior Drive project. The DDA is giving \$3,500 to the BACC for the placemaking project in Hyne Ally which is located between Brighton Bar & Grill and Bink & Bab's. They are including a huge chess board; artist painted chairs, lights and is also planning a chalk art event on June 18.

9. Board Member Updates- Matt Modrack has been out of the office for the past week on sick leave and will return next week.

10. Staff Updates – None

11. Call to the Public was at 8:59 a.m., and was closed after hearing no response.

12. Motion by Jon Innes, seconded by Steve Pilon, to adjourn the meeting at 9:00 a.m. The motion carried 8-0-1.

Respectfully submitted,

Jen Ling, Recording Secretary
May 27, 2016

Next regular PSD board meeting –Tuesday, June 7, 2016 – 7:30 a.m.