

City of Brighton
Principal Shopping District Board Meeting Minutes
Tuesday, March 4, 2014 – 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
Nick Palizzi	N	Thaddeus McGaffey	Y (arr. at 7:33)
Cheryl Mayday	Y	John Okoniewski	Y
Sheryl Kemmerling	Y	Peggi Mintz	N
Shanda Willis	Y (left at 9:30)		

Staff:

Matt Modrack
Lauri French
Jen Ling

Audience: 7

Motion by Lisa Nelson, seconded by John Okoniewski, to excuse the absences of Nick Palizzi and Peggi Mintz.
Motion carried 6-0-3.

2. **Approval** of March 4, 2014 agenda as amended to delete items 7.b.WYCD, "Nashville in the Neighborhood" and 7.c. Ann Arbor Radio, "Be in Brighton" campaign.

Motion by: John Okoniewski
Seconded by: Sheryl Kemmerling
Motion carried 6-0-3

3. **Approval** of January 14, 2014 Regular Meeting Minutes

Motion by: John Okoniewski
Seconded by: Thaddeus McGaffey
Motion carried 7-0-2

4. **Approval** of February 4, 2014 Regular Meeting Minutes

Motion by: John Okoniewski
Seconded by: Sheryl Kemmerling
Motion carried 7-0-2

5. **Approval** of February 2014 PSD Financial Report. Lauri French mentioned she paid a bill from Eight Ten Designs for one-half of the cost to develop the new website. She also received an invoice from WHMI that will be paid this month.

Motion by: Thaddeus McGaffey
Seconded by: John Okoniewski
Motion carried 7-0-2

6. Call to the Public – Joyce Schuelke discussed her idea for guided Mill Pond nature walks. She also said that many of the ducks have been dumped here, and do not know how to survive. She said they need help and would like to raise consciousness about this issue, and doing these walks would help. Mark Binkley recommended she utilize the new website calendar when it is up and running to promote, and if she gets the info to Lauri French, the PSD can also promote via Facebook, etc. The first walk is tentatively scheduled for April 16.

Principal Shopping District Board Meeting Minutes
March 4, 2014

Gail Sherman asked if the Ladies Night Out budget would be brought up before the merchants meeting scheduled for tomorrow. Jen Ling mentioned that there is no budget, other than what the Board typically spends on advertising. Thaddeus McGaffey said the Board could probably use the funds they would have used for a banner toward further promotions since we already have the banner.

George Moses said if the PSD decides to purchase one ad for Ladies Night Out in the Marketeer for \$995, he will donate a second ad for free. He also said he would donate ads for the Mill Pond nature walks. He mentioned that the cost for the PSD co-op ads for Mother's Day would be \$125 per page with a maximum of 4 pages; the cost of the ads on those pages for the merchants would be \$99 each.

Annette Jacoby asked if we can see if the merchants would be willing to pool money for postcards or posters to promote the nature walks. Mark Binkley suggested she contact Jen Ling to get the message out to the merchants.

7. New Business

- a. 2014 Mill Pond Nature Walks (Joyce Scheulke) – Joyce spoke during Call to the Public.
- b. WYCD "Nashville in the Neighborhood" program (Todd Warner) – deleted
- c. Ann Arbor Radio, "BE in Brighton" ad campaign (Jenna Clark) – deleted
- d. Discuss what involvement PSD could/should have in co-marketing for Legacy Center, Mt. Brighton and Lake Trust Credit Union - Matt Modrack discussed bringing soccer traffic from the Legacy Center and employees from Lake Trust Credit Union's headquarters to downtown Brighton. He suggested we have some signage to remind people to come downtown.

Thaddeus McGaffey recommended some sort of employee benefits card for the Lake Trust employees featuring downtown specials. Mark Binkley added that the PSD should think about putting package deals together with some of these non-PSD businesses, including local hotels. He also recommended the PSD approach Mt. Brighton after this ski season about how we can partner with them for next season. The PSD would then do the same with the Legacy Center after their busy time during the summer.

Matt Modrack would like to put together a subcommittee to work on this. Lisa Nelson and Thaddeus McGaffey will participate in the subcommittee.

8. Old Business

- a. 2014 International Women's Expo event planning - Mark Binkley passed out an outline of what Barb Binkley and Alex Cabildo would like to do for the 2014 International Women's Expo. He discussed their plan in further detail. He also said that there will be a merchants meeting to communicate with the merchants. Matt Modrack mentioned that if the PSD decides to have restaurant samples at the event, the PSD would purchase them versus having them donated. Mark Binkley said he is not sure what kind of budget this event will need, but asked the Board if they would allocate \$1,000 for incidentals for this event.

Motion by: Thaddeus McGaffey that the Board allocate up to \$1,000 for incidentals plus the event fees (electrical fee, etc.) to be paid by the PSD.

Seconded by: Cheryl Mayday

Motion carried 7-0-2

- b. PSD-SAD Subcommittee update - Mark Binkley asked the Board if we should move forward with the proposed rates for the Special Assessment, or change the rates to be what they were when we had the

Principal Shopping District Board Meeting Minutes March 4, 2014

last SAD. Thaddeus McGaffey suggested we continue to move forward with what was proposed unless there is a lot of pushback. Mark Binkley stated that we have received several letters of support, and that they are ready for the next steps. Mark also asked the Board if we should ask for a 3 year Special Assessment or a 5 year.

Motion by: John Okoniewski that we recommend a 5 year Special Assessment to City Council at \$.12 per square-foot for the blue areas, and \$.16 per square-foot for the yellow areas.

Seconded by: Lisa Nelson

Motion did not pass with a majority of those present; vote was 3-4-2

New motion by Thaddeus McGaffey that we recommend a 4 year Special Assessment to City Council at \$.12 per square-foot for the blue areas, and \$.16 per square-foot for the yellow areas.

Seconded by: Sheryl Kemmerling

Motion carried 6-1-2

- c. 2014 Taste of Brighton event planning - Thaddeus McGaffey discussed some Taste of Brighton Facebook page analytics that Jen Ling put together. He also mentioned that the Committee will repeat what was done for this event last year, and will continue to keep communication open with the merchants. The State Bank and Camp Bow Wow have agreed to be event sponsors. Alison at Yum Yum Tree is administering the Taste of Brighton Facebook page. He will provide more info at the next PSD meeting. It was recommended by Lauri French that we find more volunteers this year.

Mark Binkley brought up doing ads in the Marketeer, and suggested the PSD go with a Ladies Night Out ad for April and a 4 page co-op ad for Mother's Day.

Motion by: Lisa Nelson that the PSD purchase a Ladies Night Out ad for \$995

Seconded by: John Okoniewski

Motion carried 7-0-2

Motion by: Thaddeus McGaffey that the PSD allocate funds to purchase co-op Mother's Day ads in the Marketeer, up to 4 pages at \$125 per page.

Seconded by: John Okoniewski

Motion carried 7-0-2

- d. PSD website update - Lauri French said she is working on verbiage to get out to the merchants regarding the new website, specifically using the calendar so merchants can add their own events to it. Nick Palizzi will update the Board further at the next meeting.
- e. Discuss how Luna Tech 3D's interactive map would integrate with our new PSD website - It was decided that the Board would wait for Nick Palizzi to discuss since he is coordinating the new website.

9. Liaison Reports:

- a. City Council (Shanda Willis) – Council will receive the City Manager's budget at the March 20 meeting and will be discussing a tax abatement for Eberspaecher at the March 6 meeting.

- b. Chamber of Commerce (Sophia Freni) – Sophia Freni said she has bids to combine resources for the 2014 civic events. She said she would like to share them with Thaddeus McGaffey soon.

- c. DDA (Matt Modrack) - Matt Modrack shared some information regarding the DDA budget. He said that 70% of the DDA funds come from outside the core downtown area, and that 30% of it comes from inside the core downtown area. He also said that most of the budget is spent in the core downtown area. In the future the DDA will need to think about allocating funds for projects outside of the core downtown area.

Principal Shopping District Board Meeting Minutes

March 4, 2014

10. Board Member Updates – Mark Binkley reported that the new “Shop. Dine” banner is not ready. The PSD needs to finalize the design of the banner and it may not be ready to put up before the Ladies Night Out banner will go up.

11. Staff Updates - None

12. Call to the Public – Annette Jacoby asked the Board who is on the Women’s Expo Committee, and if there are meetings other merchants can go to. Mark Binkley said that Barb Binkley and Alex Cabildo started the Committee and that she can get in touch with them. They are interested in input from the merchants.

Cathy Dedakis mentioned that she has tablecloths, skirting and other elements the PSD can use for the Expo. She also suggested we have some give-away bags and put candy on the table. In addition, she mentioned that having samples means getting a temporary food permit, and following all the regulations of the Health Department. She said that this can take up a lot of space and cause a distraction from the people we really want to reach.

Call to the public was closed at 9:30 a.m.

13. Adjournment at 9:30 a.m.

Motion by: Lisa Nelson

Seconded by: John Okoniewski

Motion carried 6-0-3

Respectfully submitted,

Jen Ling, Recording Secretary
March 6, 2014

Next regular PSD board meeting – Tuesday, April 1, 2014 – 7:30 a.m.