

**City of Brighton**  
**Principal Shopping District Board Meeting Minutes**  
**May 1, 2012 – 7:30 a.m.**  
**Regular Session**

Meeting called to order by Mark Binkley at 7:32 a.m.

Welcome new PSD Board Members Peggi Mintz (Tuggle) and Thaddeus McGaffey

Those in Attendance:

Mark Binkley Y	Lisa Nelson Y
Claudia Roblee Y	Nick Palizzi Y
Cheryl Mayday N	John Okoniewski Y
Sheryl Kemmerling Y	Peggi Mintz Y
Thaddeus McGaffey Y	

Nick Palizzi moved and John Okoniewski supported to excuse Cheryl Mayday. Motion carried 8-0-1.

John Okoniewski and Lisa Nelson left at 9 a.m.

Election of Vice-Chairperson (to replace Shawn Pipoly)

John Okonkiewski nominated Lisa Nelson and Nick Palizzi supported to elect Lisa to Vice-Chairperson. Approved unanimously.

Staff:

Matt Modrack  
Lauri French  
Michelle Miller

Audience: 8

Approval of the May 1, 2012 Agenda

Motion by: John Okoniewski

Seconded by: Nick Palizzi

Motion passed 8-0-1.

Approval of the April 3, 2012 Meeting Minutes

Motion by: Nick Palizzi

Seconded by: Sheryl Kemmerling

Motion passed 6-0-3, with Peggi Mintz and Thaddeus McGaffey abstaining

Approval of the April 2012 Financial Report

Motion by: John Okoniewski

Seconded by: Sheryl Kemmerling

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Motion passed 8-0-1.

Call to the Public

No Response

New Business

Topic: Presentation by Brian Karwowski, Determined Marketing

Discussion: Brian introduced his business as a marketing company and introduced Wendy Churchman, his Media Director. She explained what she does in the company and their experience. Would like to work on strategy for PSD. Mark Binkley asked Brian to put together a fact sheet and fee schedule. Brian stated that if we needed a resource we can call on them.

Motion: None

Motion by:

Seconded by:

Motion

Old Business

Topic: Sunday event update – Matt Modrack

Discussion: Heavner Canoes and Kayaks has been requested to be the rental company. Matt Modrack is planning on asking DDA to fund this. He also sent an email to people who race model sailboats and will be contacting them shortly. Matt would like Sunday to be a big family day downtown. John Okoniewski recommended that Matt talk to the hobby store in Brookside Mall. Thaddeus McGaffey suggested asking local Scout groups to get involved.

Motion: None

Motion by:

Seconded by:

Motion

Topic: Event Marketing & Promotion: Outdoor Café Promotion (Nick Palizzi, Matt Modrack)

Discussion: As discussed in last month's meeting, it was proposed for the PSD to take over the static Brighton Dining Group billboard on US-23 at their negotiated rate. Andy Kors and Kelly Rector from Adams Outdoors made a presentation for possible billboards. The first question to answer is, does the PSD want to pick up the last quarter from the restaurant group? Lisa Nelson suggested that restaurants will keep the billboard whether we do this or not. The second question to answer is, should we do our own and have two

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billboards for the summer? New one would be \$6600 versus \$5400 if we take over the current one for 3 months. Consensus is we would like a second billboard.

Motion: Allocate \$6,600 with Adams Outdoors for a run of plant (could be exchanged for another location) billboard on US-23 between M-14 and I-96 north or south facing for a quarter (3 months from mid-May to mid-August).

Motion by: Claudia Roblee

Seconded by: Thaddeus McGaffey

Motion passed 8-0-1.

Motion: Use Shop-Dine billboard design with "Eat. Stroll. Be Scene" circle logo.

Motion by: Nick Palizzi

Seconded by: Sheryl Kemmerling

Motion passed 8-0-1.

Topic: Schedule Tapestry discussion at a future PSD meeting

Discussion: Nancy Johnson came and gave a report in April for demographic of city of Brighton. Mark Binkley would like to invite Nancy back to give all merchants an opportunity to see this. Evening meeting at 7:00 p.m. Get in touch with Nancy to set up meeting. May 16, 23 or 30 would be possible dates. Lauri French can coordinate.

Motion: None

Motion by:

Seconded by:

Motion

Topic: Change to payment policy for co-op ads

Discussion: Lauri French reported that the Finance Department did not want to be involved for collections for co-op advertising. Lauri noted that if merchants want to participate in future co-op advertising that their payments must be collected up front or have the event coordinator collect the monies similar to what Thaddeus McGaffey did for the Diaper Drive.

Motion: None

Motion by:

Seconded by:

Motion

Topic: Banner program

Discussion: Matt Modrack passed out maps showing locations of cobra head lights with banners. Farmers Markets banners are set. The red line on map that crosses Main street

is the new across the street banner. DDA approved \$25,000 for across the street banner system. This system will advertise civic events and PSD sanctioned events. For the small banners on light poles, one side is PSD logo and other side will be flags or event banners.

Motion: None

Motion by:

Seconded by:

Motion

Topic: Diaper Drive update – Thaddeus McGaffey

Discussion: Winding up, collecting all bins this week. Mixed response.

Motion: None

Motion by:

Seconded by:

Motion

#### Liaison Reports

a. Marketing/Promotions (Michelle Miller)

- Ladies Night Out (5/3/12) - Ladies Night Out this coming Thursday. The event has been on the Chamber's digital board since last Monday. Brochure has been made. George Moses donated a full page in the May Marketeer. Active on FaceBook page. Event has been publicized on our Facebook page, listed in numerous places, High school email blast to parents, Love Inc.'s email distribution and Brighton Patch. Michelle is working on timeline for next Ladies Night Out in December for planning purposes. Meeting with merchants on May 15 for a post-mortem of the event.
- Americana Music Festival & Summerfest Planning (7/13 & 7/14) - Will be having a meeting with Merchants to talk about Summerfest. Mark Binkley suggested putting this on the agenda for next month.

b. City Council: (Claudia Roblee) - Claudia Roblee notified board that the prisoner relocation meeting will be Thursday, May 3 at 4:30 p.m. with Police Chief Wightman at the Police Station. Budget will be passed at this Thursday's council meeting. Matt Modrack reported that there was a large turnout from downtown merchants for the budget public hearing since one of the topics was to cut the DDA funding. Merchants were not in favor of that and let council know. Matt noted that the PSD budget was one of the suggested first cuts.

c. Chamber: (Michelle Miller) Schedule of events for Summer will be sent out in email.

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- d. DDA: (Matt Modrack) - Demolition at 121 W. North has begun. Sign is up for Excelda and Brewery.
- e. Millpond Design Plan Subcommittee (Claudia Roblee) - Subcommittee is looking at four companies to decide which one will be hired to take a second look at the plan. Subcommittee has already met with all four companies and we will be deciding next week which one will be recommended to the subcommittee and the DDA Board.

Board Member Updates

None

Staff Updates

None

Call to the Public

None

Adjournment at 9:17

Motion by: Nick Palizzi

Seconded by: Sheryl Kimmerling

Motion passed unanimously

**Next PSD board meeting – Tuesday, June 5, 2012 – 7:30 a.m.**

Respectfully submitted,

Claudia Roblee, Secretary