

City of Brighton
Principal Shopping District Board Meeting Minutes
February 2, 2016 7:30 a.m. Regular Session

1. Meeting called to order by Mark Binkley at 7:32 am

Those in Attendance:

Mark Binkley Y	Lisa Nelson Y
Nick Palizzi N	Jon Innes Y
John Okoniewski N	Steve Pilon Y
Sheryl Kemmerling Y	Shawn Pipoly Y (left at 9:00am)
Annette Jacoby Y	

Motion by Shawn Pipoly seconded by Lisa Nelson , to excuse the absences of N. Palizzi and John Okoniewski . The motion carried

Staff:

Michelle Miller, Jen Ling, Matt Modrack

Audience: 3

2. **Approval** of February 2, 2016 agenda

Motion by Jon Innes, seconded by Lisa Nelson, to approve the February 2, 2016 agenda. The motion carried 7-0-2.

3. **Approval** of January 5, 2015 Regular Meeting Minutes

Motion by Shawn Pipoly, seconded by Jon Innes, to approve the January 5, 2016 Regular Meeting Minutes. The motion carried 7-0-2-2 with two absent, and Sheryl Kemmerling and Annette Jacoby abstaining.

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

Motion by Shawn Pipoly, seconded by Lisa Nelson, to approve the January 2016 PSD Financial Report. The motion carried 7-0-2.

5. Call to the Public was at 7:36. George Moses with The Marketeer told the Board that the PSD's Valentine's Day promotion in The Marketeer went out Saturday, January 30.

6. New Business

A. PSD Subcommittees- Michelle Miller presented a list of past subcommittees and asked if they are still relevant. After the Board discussed, the following was determined: the Marketing Subcommittee will be put on the backburner until after the marketing RFP has been decided. The Parking Strategy Subcommittee will now consist of Mark Binkley, Lisa Nelson and Shawn Pipoly. The Merchant Advisory Subcommittee will remain with a title for now, but with nobody assigned to it; and the Holiday Lights Subcommittee will consist of Mark Binkley, Shawn Pipoly, a representative from the Chamber (currently

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it will be Sophia Freni), and Linda Botka if she would still like to be part of it (Michelle will connect with her).

B. A Taste of Brighton- it was brought up that since Thaddeus McGaffey no longer has a business in the PSD, that there was concern with him being the Chairperson of the event. It was suggested that the Chairperson(s) of the event be the PSD's Marketing & Event Coordinator and/or the Marketing & Promotions Coordinator and a PSD Board Member. The Board feels it is important to keep this a downtown Brighton merchant event, and keep it tied to the PSD. Although Thaddeus does a ton of work for the event, there is also concern that he did not follow through on his sponsorship commitment as well.

Motion by Shawn Pipoly, supported by Annette Jacoby, to have the Marketing and Event Coordinator administer A Taste of Brighton.

A representative from the PSD Board will also be on the event committee (currently Jon Innes is that representative). Thaddeus McGaffey is encouraged to stay on the committee as he has.

C. Movie Theatre Advertising- the Board talked about advertising in movie theatres (primarily in Novi/Ann Arbor), and wondered if there might be some co-op opportunities with this. They want to have a plan with the marketing RFP before deciding on this, and will hold a Special PSD Meeting to discuss what they want from the marketing firm they hire.

D. Event & Shopping Brochures 2016- We will keep the same design for the 2016 brochures. We need to update the festivals brochure and reprint. We will continue using the shopping and dining brochures until we run out of the ones we have, then we will update. Jen Ling and Michelle Miller will prepare edits for the brochures and will get pricing for March.

7. Old Business

A. January Winter Sale Update - A survey was sent out to the merchants who participated. All but one merchant reported increased sales this year during the event. There were a good number of restaurants included this year, and 5-10 cards per restaurant on average were collected. 95% of all merchants surveyed said they would participate again. The merchants rated the event marketing by their thoughts on effectiveness, and rated them in the following order: 1. Marketing on the downtown Brighton Facebook page 2. Restaurant check presenters and 3. Restaurant cards. In the future, Ken would like to explore co-op ads for the merchants on Facebook. A total of \$470 was spent on Facebook ads for the event, and about 32,000 people were reached from these ads. The Board recommended that planning get started earlier since the merchants are really tied up during November and December with the holidays.

The committee spent a little more than they planned and ended up being \$542.95 over budget. It was discussed that funds in the future should go through the Michelle Miller. **Motion** by Steve Pilon, seconded by Shawn Pipoly, to approve the overage of \$542.95.

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B. Discuss ZingTrain Training - Communications have gone out to the merchants to find out number of interested participants. Jen Ling will keep in touch with the Board regarding the status.

C. 2016 Michigan International Women's Show - Annette Jacoby and Cathy Dedakis will spearhead the PSD's involvement at the show again this year. We will not be doing a fashion show at the event. We will need to get volunteers to man the booth again. If the plan is to recreate the booth as it has been the last couple years, they will need to find a bench and a fountain they can borrow.

D. Walkabout App - On hold until marketing RFP is decided.

E. Shine Holiday Lighting - Mark hasn't had a chance to read the letter from Shine Holiday Lighting yet, so this item has been postponed.

F. Discuss Draft RFP for Marketing Proposal & Net Steps- a Special Meeting to discuss the marketing RFP has been tentatively scheduled for February 23, 2016. Michelle will check the date and confirm a location.

8. Liaison Reports

A. City Council (Shawn Pipoly) – Nate Geinzer accepted the City Manager position. They are interviewing new candidates to fill Ricci Bandkau's position on City Council.

B. Chamber of Commerce (Sophia Freni) – The Chamber will be hosting a Power Lunch featuring new City Manager, Nate Geinzer and Livingston County Administrator, Ken Hinton, February 25. Also, they have George Winston coming to perform on April 9 at the Brighton Center for Performing Arts. This is a joint venture between the Chamber and 2 Stones Events. An After Glow is planned before the event and will take place at one of the restaurants downtown. The Chamber Golf Classic is planned for June 13, the Art Fest is scheduled for August 5-7, Smokin' Jazz is set for September 9 & 10, and Holiday Glow will take place November 19.

C. DDA (Michelle Miller) – The DDA came up with a project matrix to rate the big projects they have been discussing. The projects are rated in the following order: the parking platform, Mill Pond Masterplan 1- Band Shell (potentially starting at the end of the summer), and Mill Pond Masterplan 2- Main Street area.

9. Board Member Updates – Lisa Nelson and Nick Palizzi are both up for reappointment April 1, 2016.

10. Staff Updates – None

11. Call to the Public was at 9:17 a.m. Chris Miller with the Livingston Players spoke and mentioned that they will be passing out posters for their Fairy Party event May 14 & 15.

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She also pointed out that their History Alive Series, "Will Rogers-Homespun Common Sense," is also coming up.

12. Motion by Lisa Nelson, seconded by Jon Innes, to adjourn the meeting at 9:19 a.m. The motion carried 7-0-2.

Respectfully submitted,

Jen Ling, Recording Secretary

February 25, 2016

Next regular PSD board meeting -Tuesday, March 1, 2016 - 7:30 a.m.