

**City of Brighton**  
**Principal Shopping District Board Meeting Minutes**  
**Tuesday, June 10, 2014 8:00 a.m.**  
**Special Session**

1. Meeting called to order by Mark Binkley at 8:01 a.m.

Those in Attendance:

Mark Binkley	Y	Lisa Nelson	Y (arr. 8:04)
Nick Palizzi	Y	Thaddeus McGaffey	Y (arr. at 8:01)
John Okoniewski	Y (left at 9:04)	Shanda Willis	Y (left at 9:10)
Sheryl Kemmerling	Y (left at 9:05)	Steve Pilon	Y
Annette Jacoby	Y (left at 9:05)		

Staff:

Matt Modrack  
Lauri French  
Jen Ling

2. **Approval** of June 10, 2014 agenda

Motion by:

John Okeniewski, seconded by Nick Palizzi, to approve the June 10, 2014 agenda.

Motion carried 8-0-1

3. Call to the Public: at 8:01.

4. New Business

- A. Lafe Schneider with CBS Outdoor presented several options for outdoor transit (busses in the Ann Arbor area) promotions for A Taste of Brighton. Lafe said these busses run all over Ann Arbor and further. The prices are for 4 weeks and the production fee is included in the first month's billing. The Board told him they would discuss what they wanted to spend, then they would make some decisions. Lafe also mentioned they have a Tri-vision billboard available on June 23, 2014 that faces west-bound on I-96 near US-23.

Andy Korrest with Adams Outdoor showed the idea for the BrightonDining.com billboard that is planned to be outside of Ann Arbor coming north on US-23. This spot is available on June 23, 2014.

Do we add detour signs to these billboards, or are we sending people away by doing that? Do we use the word "shortcut" instead? Matt Modrack mentioned that we may be able to get help from the county or township for the construction info piece. Mark Binkley asked if we should include "exit here" or just use generic billboards. Lisa Nelson indicated she wondered what has worked for other communities, and Andy Korrest said suggested that the shorter the message, the better. Lafe recommended using the bouncing around billboards, which would not include "exit here." Matt Modrack said that MDOT will provide directional signage. Annette Jacoby said that directional "downtown Brighton" signs at Rickett Road (Church Street) and Grand River might be good. She also mentioned concern for the roundabouts at Lee Road, and asked if we really want to tell people to get off the freeway where the roundabouts are.

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Andy Korrest said he has a billboard on I-96 at Pleasant Valley Road available on August 11, 2014 if the PSD is interested.

Mark Binkley asked if the PSD wants to collaborate with BrightonDining.com, and the Board said yes. The total cost is estimated at \$7,360, including production, and the restaurant group will pay half of the total expense.

Motion by John Okoniewski, supported by Lisa Nelson, for the PSD to rent a billboard from Adams Outdoor for an 11 week period, to co-op with BrightonDining.com for half the cost with the final artwork left to the BrightonDining.com group, and to include DowntownBrighton.com on it. Motion carried 9-0-0.

Mark Binkley asked if we can get a sticker later if the PSD decides to add the detour/shortcut information to it. Andy Korrest said yes.

Matt Modrack said he is going to ask the DDA to help with funding for way-finding signs.

Motion by Lisa Nelson, supported by Thaddeus McGaffey, to tie up the billboards from Adams Outdoor for a 3-cycle period, choosing the start date later once we find out the MDOT construction dates. Motion carried 5-0-4.

Regarding the bus transit promotions with CBS Outdoor, the cost will be \$2,500 to advertise on 5 busses running throughout Ann Arbor and the surrounding area for a 4-week run

Motion by Lisa Nelson, supported by Thaddeus McGaffey, to allocate up to \$1,250 to advertise with CBS Outdoor for outdoor transit promotions, with Taste of Brighton picking up the other half of the cost, and Thaddeus McGaffey to coordinate with Lafe Schneider from CBS Outdoor. Motion carried 5-0-4.

5. Call to the Public was made at 9:13 a.m. Hearing no response, Call to the Public was closed.

6. Motion by Nick Palizzi, seconded by Lisa Nelson, to adjourn the meeting at 9:13 a.m. Motion carried 5-0-4.

Respectfully submitted,

Jen Ling, Recording Secretary  
June 13, 2014

**Next regular PSD board meeting – Tuesday, July 8, 2014 – 7:30 a.m.**