

City of Brighton
Principal Shopping District Board Meeting Minutes
Tuesday, February 4, 2014 – 7:30 a.m. Regular Session

1. Meeting called to order by Mark Binkley at 7:40 a.m. Mark welcomed our new Council liaison, Shanda Willis.

Those in Attendance:

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

Staff:

Matt Modrack
Lauri French

Audience:

8

Motion by John Okoniewski, seconded by Lisa Nelson, to excuse the absences of Thaddeus McGaffey, Nick Palizzi, Peggi Mintz and Cheryl Mayday. Motion carried 5-0-4.

2. **Approval** of February 4, 2014 Agenda as presented

Motion by: Lisa Nelson

Seconded by: John Okoniewski

Motion approved 5-0-4

3. **Approval** of January 14, 2014 Regular Meeting Minutes – could not be approved due to absences

4. **Approval** of December, 2013 PSD Financial Report

Motion by: John Okoniewski

Seconded by: Lisa Nelson

Motion approved 5-0-4

5. Call to the Public – Adam Kokenakes introduced himself; he is working with Matt Modrack and Amy Cyphert as an intern. Jon Innes, Community Development Officer of The State Bank, introduced himself and is looking forward to working with the PSD. Closed call to the public at 7:45 a.m.

6. New Business

- a. Rotary 2014 Broomball Event (Vern Boyajian) – Mr. Boyajian did a Powerpoint presentation on the proposed event to be held February 28 and March 1. They are planning to use the Mill Pond

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for the broomball event if approved by Council. They are looking for sponsors and would like the PSD to market the event using our email distribution list, website and Facebook page.

Motion to endorse the Rotary Broomball event concept.

Motion by: Lisa Nelson

Seconded by: John Okoniewski

Motion approved 5-0-4

- b. 2nd Annual Brighton Paint Out (Plein Air) Event (Claudia Roblee, Sarah Grusin) – Sarah Grusin, President of the Brighton Art Guild, reviewed the plan for the second Paint Out to be held June 28 and 29 and described last year's event. They would like to know if the PSD would send out a note to the merchants on their distribution list. She and Claudia will put together a note and send it to Lauri French for distribution. A new Thursday Night Art Walk was also discussed, which would take place on the second Thursday beginning in May and run through September. They would like this event to be included in any marketing materials the PSD may be doing.
- c. Presentation by Tim Turner, Luna Tech 3D – Mr. Turner did a Powerpoint presentation to explain the concept of a "spin tour". Their company works with Google™ to enhance the business listings to include an inside look of stores. They would also provide an interactive City map at no charge that can be linked on our website. There was discussion about how this would fit in with our new website design and Mr. Binkley asked that this be put on the March PSD agenda. Mr. Turner advised the one-time cost for their service ranges from \$375 for a small store to \$1200 for a larger store.
- d. Approve Valentine's Day ad campaign (WHMI) and approve funds – Mark Binkley reviewed the WHMI proposal which is the same as last year with 32 commercials over 8 days for a cost of \$1,120.

Motion to approve \$1,120 for the WHMI Valentine's Day ad campaign as presented.

Motion by: Lisa Nelson

Seconded by: John Okoniewski

Motion approved 5-0-4

- e. 2014 International Womens Show event planning – Mark Binkley asked that this item be moved to the March PSD agenda
 - f. 2014 Taste of Brighton event planning – Lisa Nelson advised she is already talking to The State Bank about sponsoring the Taste of Brighton event this year. This will be discussed at the March PSD meeting.
 - g. Discuss what involvement PSD could/should have in co-marketing for Legacy Center, Mt. Brighton and Lake Trust Credit Union – Mr. Modrack asked that this item be delayed until the March meeting.
7. Old Business
- a. PSD SAD subcommittee update – Mark Binkley advised that the subcommittee met last week. Matt Modrack will write a letter to the property owners explaining why we want to resurrect the SAD for the PSD and we will hold informational meetings on two days, tentatively scheduled for February 11 and February 19 at 8:00-10:00 a.m. and 6:00-8:00 p.m., to discuss the SAD.

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After the two meetings are held, we will go to City Council on March 6 to start the SAD process (public hearings, etc.). Mr. Modrack noted that the PSD allocation in the FY 14-15 DDA budget has been reduced from \$40,000 to \$10,000 and that next year will be a tight year for the DDA due to bond obligations.

- b. Generic banner discussion – Mark Binkley advised that the holiday generic banner was damaged in one of the wind storms and cannot be repaired. He presented a couple of designs that W4 has done at his request for a new spring generic banner and asked that the board approve \$640 to purchase the new banner. He also asked that the board give him, Lisa Nelson and Nick Palizzi authority to review and approve the final design.

Motion to approve up to \$640 for a new generic banner and to authorize Mark Binkley, Lisa Nelson and Nick Palizzi to approve the final banner design and color scheme.

Motion by: John Okoniewski
Seconded by: Sheryl Kemmerling
Motion carried 5-0-4.

- c. Elect a new PSD secretary

Motion to appoint Shanda Willis as the new PSD secretary.

Motion by: Lisa Nelson
Seconded by: John Okoniewski
Motion carried 5-0-4.

8. Liaison Reports:

- a. City Council – Shanda Willis reported that the next City Council meeting is this Thursday, February 6. Council and City Manager Foster have been working with MDOT to minimize the impact of the I-96 and US-23 road work to begin this year. We have asked them to postpone work on the Spencer Road bridge until after the Smokin’ Jazz festival in early September.
- b. Chamber of Commerce – Sophia Freni thanked the PSD board members for their support in 2013 and looks forward to working with the board in 2014.
- c. DDA (Matt Modrack) - Matt Modrack reported the DDA received approval from the CSX to perform the survey work at the CSX West lot. We hope to have the lot completed in late spring or early summer for overflow event parking.

10. Board Member Updates – Mark Binkley asked Shanda Willis to tell the board a little about herself. She said that she is excited to be on City Council and the PSD board. She is the mom of twins who both attend Brighton High School and she also attended Brighton High School. She is a nurse and is starting her own case management company.

11. Staff Updates - None

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12. Call to the Public – No response. Call to the public was closed at 9:15 a.m.

13. Adjournment at 9:15 a.m.

Motion by: Lisa Nelson

Seconded by: John Okoniewski

Motion carried 5-0-4.

Respectfully submitted,

Lauri French, Acting Secretary
February 4, 2014

Next regular PSD board meeting – Tuesday, March 4, 2014 – 7:30 a.m.