

City of Brighton
Principal Shopping District Board Meeting Minutes
Wednesday, August 6, 2014 7:30 a.m. Regular Session

1. Meeting called to order by Mark Binkley at 7:31 a.m.

Those in Attendance:

Mark Binkley	Y	Lisa Nelson	Y (left 8:42, came back 9:09)
Nick Palizzi	Y	Thaddeus McGaffey	Y (arr. 7:47)
John Okoniewski	Y (arr. 7:32, left 9:00)	Shanda Willis	Y
Sheryl Kemmerling	Y (left 9:20)	Steve Pilon	Y (left 9:23)
Annette Jacoby	Y		

Staff:

Matt Modrack
Lauri French
Jen Ling

Audience: 5

2. **Approval** of August 6, 2014 agenda

Motion by Nick Palizzi, seconded by Lisa Nelson, to approve the August 6, 2014 agenda as amended to add the PSD Board taking on an advocacy role under 7C.

Motion carried 8-0-1

3. **Approval** of August 6, 2014 Regular Meeting Minutes

Motion by: John Okoniewski

Seconded by: Sheryl Kemmerling

Motion carried 5-0-2-2, with two absences and two abstentions

4. **Approval** of FY 13-14 and July 2014 PSD Financial Report

Motion by: Sheryl Kemmerling

Seconded by: Shanda Willis

Motion carried 8-0-1

5. **Approval** of July 2014 Taste of Brighton Financial Report

Motion by: Nick Palizzi

Seconded by: Lisa Nelson

Motion carried 8-0-1

6. Call to the Public was at 7:45, and was closed after hearing no response.

7. New Business

A. Julie Hill with Comcast presented a Spotlight opportunity for merchant co-op ads. She discussed doing three 30-second spots where the PSD would take the first 20 seconds, and the merchants can add a 10-second tag on the end for discounted rates. Julie would go door-to-door to discuss this with the merchants. This would cost \$500 a month (for the Livingston zone), and would require a 6 month commitment. Production costs range from \$1,000-2,000. She proposed the PSD pay for the production costs and the merchants would cover the 30-second spots. The Board said

Principal Shopping District Board Meeting Minutes
August 6, 2014

this is probably not the best pay structure, and would need to be revised somehow to make sure the merchants are getting their fair share. There are other advertising zones to market in, at different costs. The Board asked if other downtown communities have used this type of advertising, and Hill said this has been very successful for areas downriver. Comcast can work with whatever budget we give them.

Steve Pilon commented that we need to think more outside the immediate area. Thaddeus McGaffey agreed and mentioned that for A Taste of Brighton, the Committee spent more on advertising outside the area and saw a lot more people at the festival in return. A discussion arose about this possibly being a rough commitment for many of the merchants (\$500 a month for 6 months). John Okoniewski did mention, however, that cable advertising is the best thing he has done in 20 years.

Nick Palizzi said that maybe the PSD should cover more of the cost. Maybe we do 30-second commercials split 15 seconds for the PSD and 15 seconds for the merchant, with the PSD paying for the first half. Lauri French commented that we should send out a note to the merchants to see what response we get. Mark Binkley suggested we do this before the next meeting.

B. Tim Turner with Luna Tech discussed some options for outdoor kiosks. He discussed hi-definition kiosks, and how these can generate revenue with ads. Touch screens are an option too. A simpler one can cost around \$20,000 to purchase, install, etc., and does require upkeep and maintenance as well. Mark Binkley said if we end up re-doing the Mill Pond, we would wait until that is done. Otherwise, this could be an option any time. The City would have to insure it. The Board talked about partnering with Mt. Brighton and The Legacy Center and possibly installing one at those locations as well. The PSD may end up having a separate meeting to discuss this.

C. Mark Binkley brought up the Board taking on an advocacy role for the merchants. He was saying that some people have been complaining about sandwich boards in front of businesses blocking the pedestrian walkway. Mark suggested we take a look at the City's rules for sandwich boards, and see if we can make some changes to the sign ordinance. He suggested Board members talk to people to find out what they should do. He wants to put a Subcommittee together to talk to the Planning Commission and look into the rules. Those interested in being on the Subcommittee are Nick Palizzi, Steve Pilon, John Okoniewski and Mark Binkley.

8. Old Business

A. 1. Jimmy Banish with the Legacy Center talked about wanting to partner with the PSD. He discussed the phases of the Center, and pointed out that they have much more to come. He mentioned that the number of local families that use the facility are growing (over 2,000 right now), and that they will have many upcoming events with visiting athletes as well. They anticipate bringing in over 40,000 people from places like Milwaukee, Chicago, Cleveland and Canada, and these people will be looking for places to stay, eat, shop, etc. Jimmy also proposes a PSD membership to The Legacy Center, where members would get discounts and incentives for advertising. The Legacy Center is community based, and they want people to go there and use their facility. Jimmy is continuing to work on getting the OK for Downtown Brighton to put directional signage on their property. He also likes the idea of putting signage on the back of the Legacy directory sign leading out to their field, along with PSD maps, brochures, etc. inside the dome. To advertise with the Legacy Center, the cost is \$1,500 for a one-year investment, and

Principal Shopping District Board Meeting Minutes
August 6, 2014

includes social media promotions, mention in their newsletter and a presence on their website. Nick Palizzi said he will talk to the restaurant group to see if they would be willing to contribute. Maybe if the PSD covers the \$1,500, the restaurant group can cover the maps or another aspect of this. It would be nice to get this up before the upcoming Powerade Tournament.

Motion by: Shanda Willis, seconded by Lisa Nelson, for the PSD to cover \$1,500 to advertise with The Legacy Center. Nick Palizzi will work on the design with input from Shanda Willis and Sheryl Kemmerling.

B. Thaddeus McGaffey gave feedback regarding A Taste of Brighton. He mentioned that the Committee gathered a lot of zip codes, and received 10,000 impressions from the mobile website. A survey was sent out, and 75% of the people who answered it (about 16 people) said their sales were up from last year. Both Running Lab and Hush Intimate Apparel had their best days ever on the Saturday of the festival. Thaddeus said that the direct mailer they sent out was huge. This year, the Committee collected info from people who came from 44 different zip codes, and last year that number was 20. There were quite a few people who came from over 30 minutes away. Overall, it was a huge success.

9. Liaison Reports

A. City Council (Shanda Willis): None.

B. Chamber of Commerce (Jen Ling): Smokin' Jazz is September 5 & 6. Art Fest went very well. Good weather, good crowds. It was all in all a great weekend. Nick Palizzi agreed that it was a great weekend, but pointed out that Tropical Sno was in front of Yum Yum Tree, and asked about looking into that in the future. Mark Binkley asked about starting the event earlier on Friday and having the event go later Friday and Saturday nights. He mentioned concern about having the street closed at 6:00 a.m., but the event not starting until 5:00 p.m. Jen Ling said she would pass on this info, but also mentioned that there is a lot of set-up, and it would be difficult to start earlier. Also, there were 130 artists this year, and it is necessary to stagger set-up times for them, as it would be crowded and dangerous on the street.

C. DDA (Matt Modrack): Working on parking.

10. Board Member Updates: Thaddeus McGaffey's company will be moving out of the PSD. He would like to keep his role on the PSD Board, and with A Taste of Brighton if at all possible. He does have his lease in the PSD for another year, so staff will look into what they can do to make this work.

11. Staff Updates: None.

12. Call to the Public was at 9:43. Dennis Spencer with The Paint and Pour spoke and said that he wanted to be here to see what exactly the PSD is all about. He was curious what the PSD's function is. He also asked what he can do to help out, and said that he wants to be involved.

13. Motion by Nick Palizzi, seconded by Thaddeus McGaffey, to adjourn the meeting at 9:53 a.m. Motion carried 6-0-3.

Principal Shopping District Board Meeting Minutes
August 6, 2014

Respectfully submitted,

Jen Ling, Recording Secretary
August 13, 2014

Next regular PSD board meeting – Tuesday, September 9, 2014 – 7:30 a.m.