

City of Brighton
Principal Shopping District Board Meeting Minutes
Tuesday, October 1, 2013 – 7:30 a.m.
Regular Session

Meeting called to order by Mark Binkley at 7:30 a.m.

Those in Attendance:

Mark Binkley Y	Lisa Nelson Y (left at 9)
Claudia Roblee Y	Nick Palizzi Y
Cheryl Mayday N	John Okoniewski Y
Sheryl Kimmerling Y	Peggi Mintz N
Thaddeus McGaffey Y	

Motion by Claudia Roblee to excuse Peggi Mintz, seconded by Nick Palizzi. Motion passed unanimously.

Staff:

Matt Modrack

Audience:

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Approval of the October 1, 2013 Agenda

Matt Modrack requested to amend the agenda to add consideration to submit a grant to MCACA for the jazz series done by 2 Stones Events under new business.

Motion by: Nick Palizzi

Seconded by: Lisa Nelson

Motion passed unanimously

Approval of the September 4, 2013 Meeting Minutes

Motion by: John Okoniewski

Seconded by: Thaddeus McGaffey

Motion passed unanimously

Approval of the revised July and August, 2013 PSD Financial Report (as of 9/11/13)

Motion by: Thaddeus McGaffey

Seconded by: Sheryl Kemmerling

Motion passed unanimously

Approval of September 2013 Financial Report and Taste of Brighton Financial Report (as of 9/11/13)

Motion by: Lisa Nelson

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Seconded by: Nick Palizzi
Motion passed unanimously

Call to the Public
No Response

New Business

Topic: Consider allocation of funds for the 2014 Michigan International Women's Show booth

Discussion: This event is the 1st weekend in May and runs 4 days. Last year's event was successful and Barb Binkley and Alex Cabildo of Portraits by Alex offered to be committee chairs for this. Sheryl Kemmerling and Nick Palizzi suggested offering a free giveaway of food to attract attention. \$10 per square foot early bird special. It was suggested that we have Barb and Alex come to the board at the next meeting and to make the commitment to hold a 10 x 20 booth now.

Motion: To initiate the deposit to hold the 10 x 20 space and discuss at next meeting.

Motion by: Thaddeus McGaffey
Seconded by: John Okoniewski
Motion passed unanimously

Topic: Consider to have staff submit a grant to MCACA for the jazz series done by 2 Stones Events

Discussion: The educational component is the impetus for this. Grant would have to be matched and can be matched with sponsorships.

Motion: Agree to submit grant to MCACA on behalf of summer jazz series

Motion by: Claudia Roblee
Seconded by: Nick Palizzi
Motion passed unanimously

Old Business

Topic: Report from Nick Palizzi – RFP bullet points for new desktop PSD website

Discussion: Discuss next bullet point with this. Needs to review with Lauri French, Amy Cyphert and Matt Modrack since they work with website. The mobile site is easy to navigate, good looking, etc. Web site should have shared calendar. It would be important so that each business would be able to post their own events. Derek Crandall from Mobile Hippo needs to come back next month to explain shared calendar and mobile site.

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Desktop site should be a turnkey website that Lauri can make changes to herself. Nick will work with Jason to come back with some designs.

Topic: Review mock-up of PSD mobile app (Derek Crandall, Mobile Hippo)

Discussion: Reviewed and discussed in previous topic

Topic: Holiday Lights Committee update (Mark Binkley)

Discussion: To do lights as the committee envisioned would be \$37,231. Removing elements and adding DDA allocation would leave the cost to be \$17,225. We need \$10,000. The Christmas light committee will work on getting sponsorship for \$10,000.

Motion: Motion to approve \$6815.00 for lighting for what was done last year.

Motion by: Claudia Roblee

Seconded by: John Okoniewski

Motion passed unanimously

Topic: Continue preliminary SAD discussion

Discussion: Moved to November agenda

Motion: None

Motion by:

Seconded by:

Motion

Topic: Continue 4th Quarter Marketing discussion (WHMI co-op ads, Marketeer, billboard, merchant co-op for holiday lights)

Discussion: Same program as last year for billboards, radio. \$7200 for radio, \$4000 for billboard, Marketeer \$1660. \$12860 total.

Motion: To approve \$12860 for 4th qtr marketing.

Motion by: Claudia Roblee

Seconded by: John Okoniewski

Motion passed unanimously

Liaison Reports

City Council: (Claudia Roblee) The Election is in November and there are 4 ballot proposals for a Headlee override. Informational meetings will be scheduled by city manager.

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Chamber: (Claudia Roblee) Farm to Table was very succesful. It was sold out.

DDA: (Matt Modrack) Sculpture Garden report. Creamery lot has been redone. Lights will be installed. CSX lot is next. Possible facade project for old Pawsitively Spoiled site. War memorial will be done by Veterans Day.

Millpond Design Plan Subcommittee (Claudia Roblee) – The conceptual plan has been approved and will now go Planning Commission and City Council for approval.

Board Member Updates -None

Staff Updates

Lindbom school is up for negotiations with housing developer. 33 homes from 2000 to 3000 sq ft.

Call to the Public

No response

Adjournment 9:40 a.m.

Motion by: Sheryl Kemmerling

Seconded by: Nick Palizzi

Motion passed unanimously

Next PSD board meeting — **Wednesday, November 6, 2013 – 7:30 a.m. (date changed from Tuesday, November 5, due to election)**

Respectfully submitted,

Claudia Roblee, PSD Secretary