

City of Brighton
Principal Shopping District Board Meeting Minutes
Tuesday, March 5, 2013 – 7:30 a.m.
Regular Session

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

Those in Attendance:

Mark Binkley y	Lisa Nelson y
Claudia Roblee y	Nick Palizzi n
Cheryl Mayday y	John Okoniewski y
Sheryl Kemmerling y left at 9:15	Peggi Mintz n
Thaddeus McGaffey arr. 7:35 a.m.	

Motion by John Okoniewski, seconded by Cheryl Mayday to excuse Nick Palizzi.
Motion carried 6-0-3.

Staff:

Matt Modrack
Lauri French

Audience: 10

Approval of the March 5, 2013 Agenda
Motion by: Lisa Nelson
Seconded by: John Okoniewski
Motion passed 6-0-3

Approval of the February 5, 2013 Meeting Minutes
Motion by: John Okoniewski
Seconded by: Lisa Nelson
Motion passed 5-0-4 with Sheryl Kemmerling abstaining

Approval of the February 2013 Financial Report
Motion by: John Okoniewski
Seconded by: Claudia Roblee
Motion passed 6-0-3

Call to the Public

Gail Sherman wanted to know if Polar Plunge is going to stay a PSD event? She said the Taste of Brighton sounds like it is going to be another Polar Plunge. Linda Botka wants to know why the rest of the merchants were not involved in the change for Summerfest.

New Business

Topic: Presentation from Richard Schaffer, NovoPrint USA – Chamber map ad

Discussion: Mr Schaffer presented new map of the Chamber. 2 year shelf life. Asking for merchants to co-op large sizes in map. Link off Chamber site to map. Map will be laminated. 30 people would be \$100 apiece. \$3,000 for two panels. 10,000 are printed total.

Motion:

Motion by:

Seconded by:

Motion

Topic: Receive billboard pricing/availability from Adams Outdoors for “Shop. Dine” billboard

Discussion: Last year billboard was on US-23 just past Whitmore Lake. Two proposals were presented. One proposal includes one static board and one digital. The other proposal was just a static board. \$1500 for 4 weeks was the proposal without the digital board. June, July and August were discussed.

Motion: Motion by Thaddeus McGaffey, seconded by Sheryl Kemmerling to reserve a static billboard with Adams Outdoors on northbound US-23 for June, July and August at \$1500 per month with possibility of Summerfest being added in July.

Motion was approved 7-0-2

Topic: Marketing concepts – where do we go from here? (“old school” vs. new technology)

Discussion: Mark Binkley said we have narrowed down what works and what doesn't in old school (billboards, radio, etc.) and the question is should we be looking at new technology? Lisa Nelson said that Pure Michigan can collaborate with us. Matt Modrack suggested that we can look at Tapestry data again for our market area. Get merchant assessment of who their customers are. The PSD should be asking what is the best way to reach them. Asked merchants in audience what was most effective in outreach? Direct mail, Google.

Topic: Discuss creation of a group to review holiday light plans and appoint a PSD member to that group

Discussion: Mark Binkley advised that this topic came up at a DDA subcommittee meeting last week. We currently have 3 different entities involved in Christmas lights and it was suggested we coordinate our efforts. Lisa Nelson agreed this was a good idea and a good way to possibly save money. Thaddeus McGaffey and Mark Binkley will represent the PSD on the joint PSD/DDA/Chamber committee.

Old Business

Topic: 2 Stones' Wednesday Night Jazz Series event details (Cal & Whitney Stone)

Discussion: Whitney Stone reviewed the Wednesday Night Jazz Series concept for those who were not present at last month's meeting. This jazz series would include an educational component with the musicians prior to the sessions at the CoBACH building. The series is proposed for 13 weeks each Wednesday in June, July & August. They are still looking for sponsors.

Topic: Ladies Night event planning update (Jen Ling, Mark Binkley)

- WHMI proposals for Ladies Night and Mother's Day

Discussion: Jen Ling presented what came up at the Merchant Meetings on March 1. Ideas included: Hotels and shuttles; music, flash mob, photos with signage promoting Ladies Night Out. Groups of ladies discounts. Co-ordinated fashion shows. Decision points were presented. Banner can go up in April. Use last year's graphic with modifications for spring. Hours can be set by the stores themselves. Marketing will be for 6 to 10 p.m. No backdrop. Matt Modrack said he would take pictures with women at Decision Pending.

Mark Binkley reviewed the proposal from WHMI for Ladies Night and Mother's Day. The cost is \$2100 for both; discuss at April meeting.

Motion by Lisa Nelson, seconded by Thaddeus McGaffey, to allocate \$995 for a full color glossy ad in both April editions of the Marketeer (Brighton and Eastern Edition). Motion carried 7-0-2. George Moses said he will throw in the second ad in the May edition for free.

Topic: "Taste of Brighton & Summerfest Sidewalk Sales" (Thaddeus McGaffey)

Discussion: Thaddeus McGaffey explained the concept of Taste of Brighton and Summerfest. Americana Festival will not be done this year. Audience asked why date got changed? Merchants in audience said that they did not know what is going on. Thaddeus said that the group came together to answer questions before presenting it to large group. A note should be sent out to all merchants about these meetings. The next meeting is Wednesday, March 6, at 5:00 p.m. in Thaddeus' office.

Topic: Brochure targeted to womens events (Nick Palizzi)

Discussion: Womens Event happens in May in Novi. Cost for brochures approx \$900 for 10,000. Matt Modrack suggested that we should trade hard into our women's stores like we have for the restaurant trade. Send comments about the brochure directly to Nick Palizzi.

Topic: Event “gaps” (Matt Modrack)

Discussion: Pushed to April meeting

Topic: Discuss possible new event banners required (Matt Modrack)

Discussion: Pushed to April meeting

Topic: Continue discussion of 2013 brochure printing and distribution options

Discussion:

Pushed to April meeting

Liaison Reports

City Council: (Claudia Roblee) Liquor license update.

Chamber: Sophia Freni indicated she is getting a lot of calls at the Chamber from vendors that participated in Americana last year. Wants a date to give the vendors. Mark Binkley asked that inquiries be forwarded to Jen Ling.

DDA: (Matt Modrack) SELCRA events. Derek Smith presented proposed events for summer. Downsizing from 3 to 2 events to make events bigger. Matt Modrack asked Board to endorse the 2 events.

Motion by Claudia Roblee, seconded by Lisa Nelson, to endorse 2 SELCRA events.
Motion carried 6-0-3.

Matt Modrack asked Jen Ling to put together a device to gather information from merchants. She will put together a survey form to send to merchants on issues. She sent a test survey to Matt Modrack and Lauri French using SurveyMonkey.com and thinks it will work well.

Millpond Design Plan Subcommittee (Claudia Roblee) – Claudia Roblee reported that the subcommittee will hold a meeting with City Manager Foster on March 12 to discuss status.

Board Member Updates

Claudia Roblee gave update on the DIA Inside Out program. Brighton has been selected for the summer session, July-September. Working with the Chamber, Brighton Art Guild and Art Festival Chair Cheryl Mayday to cross-promote events.

Staff Updates - None

Call to the Public – No response

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Spring Break discussion. We will all be here except Sheryl Kemmerling. Do we need to have extra meeting between now and then?

Motion by John Okoniewski, seconded by Lisa Nelson, to adjourn the meeting at 9:55 a.m.

Next PSD board meeting – **Tuesday, April 2, 2013** – 7:30 a.m.

Respectfully submitted,

Claudia Roblee, Secretary