

City of Brighton
Principal Shopping District Board Meeting Minutes
Tuesday, December 4, 2012 – 7:30 a.m.
Regular Session

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

Those in Attendance:

Mark Binkley	Y	Left 9:00	Lisa Nelson	Y
Claudia Roblee	Y		Peggy Mintz	Arrived 7:40
Nick Palizzi	arr 7:32	Left 8:50	Thaddeus McGaffey	Arrived 7:35
Cheryl Mayday	Y		John Okoniewski	N
Sheryl Kemmerling	Y			

Staff:

Matt Modrack
Lauri French

Audience:

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Approval of the December 4, 2012 Agenda
Motion by: Claudia Roblee
Seconded by: Lisa Nelson
Motion passed 5-0-4

Approval of the Meeting November 7, 2012 Minutes
Motion by: Lisa Nelson
Seconded by: Thaddeus McGaffey
Motion passed 6-0-3 with Nick Palizzi and Sheryl Kemmerling
abstaining

Approval of the November 2012 Financial Report
Motion by: Sheryl Kemmerling
Seconded by: Cheryl Mayday

Motion passed 6-0-3

Call to the Public

No response

Old Business

Topic: MLive Media Group proposal – Renee Magaluk, Jennifer Hammond

Discussion: Gave presentation going over requests from last month and their response to our requests. They were asked for references and copy of Powerpoint to be sent to Lauri French to forward to Board. Proposal is larger than our budget. Reps can work with us to customize. Can this be co-oped?

Motion: None

Motion by:

Seconded by:

Motion

Topic: Discuss 2013 events

Discussion: Lauri French has printed up everything we have done in past. Use this printout for what are we going to do next year. We will discuss this in depth in January. We will also discuss the possibility of another SAD.

Motion: None

Motion by:

Seconded by:

Motion

Topic: Past due co-op invoice status – Readdy Boutique & Madison Alexis

Discussion: Readdy has paid in full with adjustment. Madison Alexis will be taken to small claims court.

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Motion:

Motion by:

Seconded by:

Motion:

New Business

Topic: Approve 2013 PSD Board meeting dates

Discussion: A few changes due to elections and holidays.

Motion: To approve meeting dates for 2013

Motion by: Nick Palizzi

Seconded by: Lisa Nelson

Motion passed 7-0-2

Topic: Discuss 2013 brochure printing and distribution

Discussion: Barb Barden put Lauri French in touch with the state for all the welcome centers. As soon as event dates are finalized Nick Palizzi can set up brochure for 2013. We also received a quote from Travel Ad Service to distribute our brochures.

Motion: None

Motion by:

Seconded by:

Motion

Topic: Press & Argus “Brighton Life” Proposal – Dean Naudi

Discussion: Edition is inserted in Wednesdays paper. Brighton Life, Moms, Leisure, Livingston. Offering back cover. \$595.00 per month. Online paper, drop down banners. All info will be sent to Lauri French and passed on to Board.

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Motion: None

Motion by:

Seconded by:

Motion

Topic: PSD Board Photograph (Matt Modrack)

Discussion: Matt took photos of Board

Motion: None

Motion by:

Seconded by:

Motion

Liaison Reports

- Marketing/Promotions (Jen Ling)
 - 1 Holiday Glow feedback -Main Street was busy before event and there were up to a 45 minute wait at some of the restaurants after the event.
 - 2 12/6/12 Ladies Night & 12/21/12 Extended Hours update. Punch cards are being created to use all holiday season.
 - 3 Banner will be put up after Ladies night that will be generic and can be left up until new event comes next year.
 - 4 Can school use banner for spring musical? Discussion postponed to next month.
- City Council (Claudia Roblee) - Nothing to report
- Chamber of Commerce - 12/6/12 Town Hall, Studio West Gallery. Matt talked about speakers at Brighton Forward. 7:30 am.
- DDA (Matt Modrack) – No report; next meeting is 12/18/12
- Millpond Design Plan Subcommittee (Claudia Roblee) - Claudia Roblee reported that the DDA did not approve the PEA Design going forward.

Board Member Updates

None

Staff Updates

None

Call to the Public

No Response

Adjournment

Motion by: Sheryl Kemmerling

Seconded by: Cheryl Mayday

Motion passed 6-0-3

Next PSD board meeting — Tuesday, January 8, 2013 - 7:30 a.m.