

City of Brighton
Principal Shopping District Board Meeting Minutes
Tuesday, December 2, 2014 7:30 Regular Session

1. Meeting called to order by Mark Binkley at 7:32 a.m.

Those in Attendance:

Mark Binkley	Y (left @ 8:55)	Lisa Nelson	Y
Nick Palizzi	N	Jon Innes	Y
John Okoniewski	N	Steve Pilon	Y
Sheryl Kemmerling	Y (arr. @ 7:35)	Shawn Pipoly	Y
Annette Jacoby	Y		

Motion by Lisa Nelson, seconded by Jon Innes, to excuse the absences of Nick Palizzi and John Okoniewski. The motion carried 6-0-3.

Staff:

Matt Modrack
Lauri French

Audience: 1

2. **Approval** of December 2, 2014 agenda

Motion by Shawn Pipoly, seconded by Jon Innes, to approve the December 2, 2014 agenda as presented. The motion carried 6-0-3.

3. **Approval** of November 5, 2014 Regular Meeting Minutes

Motion by Shawn Pipoly, seconded by Annette Jacoby, to approve the November 5, 2014 regular meeting minutes. The motion carried 6-0-3.

4. **Approval** of November 2014 PSD Financial Report

Motion by Shawn Pipoly, seconded by Lisa Nelson, to approve the November 2014 PSD Financial report. The motion carried 6-0-3.

5. Call to the Public was made at at 7:35 a.m. Hearing no response, call to the public was closed.

6. New Business

A. Presentation from Kim Bonam, Cumulus Radio-Ann Arbor (W4 Country) – Kim Bonam distributed a handout with information about W4 Country, why we should use radio, the station’s demographics and cost information for 30 second spots. Mark Binkley advised Kim that the board will be discussing next year’s ad buys in January or February and will keep the W4 information on hand as they make their decisions.

B. Consider participation in promotion of Downtown January Clearance Sales – Mark Binkley advised that Ken Larscheid from Running Lab is organizing a mid-January clearance sale event this year and asked if the PSD could help to promote it. Ken already has about 20 merchants on board to participate and plans to contact the restaurants also. He is planning to do a direct mailing of postcards and asked if the PSD might consider providing a Main Street banner for the event. Mark noted that the event has to be open to everyone in the PSD and directed Staff to send a note to the

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PSD merchants on our distribution list so they can let Ken know if they are interested in participating. Lauri French said she will ask Jen Ling to send out the note. The clearance sales would be the weekend of January 16-18, 2015. There was discussion about expanding the clearance sale idea to combine it with some kind of winter event, maybe a chili cook-off, for 2016. Shawn Pipoly also suggested that for next year's event, Ken and his committee should think about bringing their budget to the PSD in September so the board has more time to consider what level of funding to provide.

Motion by Shawn Pipoly, seconded by Sheryl Kemmerling, to allocate up to \$800 for a Main Street banner with artwork to be done by Ken Larscheid for the January Clearance Sales Event. There was a friendly amendment by Steve Pilon, which was approved by Shawn Pipoly and Sheryl Kemmerling, to allocate matching funds by the participating merchants up to \$1,000 for other marketing expenses for the event. The motion carried 7-0-2.

C. Discuss and approve 2015 PSD Board meeting dates – Lauri French advised that the only two changes are to the August and November dates due to the primary and general elections. Motion by Shawn Pipoly, seconded by Lisa Nelson, to approve the 2015 PSD Board meeting dates. The motion carried 7-0-2.

D. Consider participation if the 1/4/15 Bridal Show at BHS – There was discussion about what would be involved if the PSD decided to participate with a booth at the 1/4/15 Bridal Show. The space is not as large as at the Novi Womens Show, so we would probably just man a couple of tables and hand out our brochures. Staff was directed to include this in the note going out to the PSD merchants and ask if anyone is interested in manning the booth to contact Annette Jacoby. Jon Innes indicated he would be willing to help organize the space, if required.

7. Old Business

A. Holiday Glow report - Mark Binkley gave an update about the Holiday Glow. He noted we have had some learning curve issues with Shine Holiday Lighting, the new company we're using this year, but that the lights went on as they were supposed to at Holiday Glow. There are a couple of issues that are still being worked on, and it was suggested that the timers might need to be re-set to come on earlier since it gets dark by 5:00 p.m. Jon Innes noted that the ad in the Marketeer was nice, but that we should use pictures of the actual holiday lights sponsors instead of stock photos in the future.

B. Ladies Night Out update – Lauri French gave the report in Jen Ling's absence which included all the marketing being done for the event (Facebook, posters, brochures, etc.). She also noted that we were given permission by the new owners to use the future Yogurtopia building on Ladies Night. There will be seven Grand River PSD merchants using the space and the State Bank will be doing free giftwrapping there. Portraits by Alex is all set to do the photographs on Main Street and Jen has been coordinating with Jon Westendorf from the Police Department. She is all set on volunteers for the photographs and the parking shuttle vehicles.

C. Continue FY 2014-15 Marketing Expenses discussion

1. Consider printing options for new restaurant and shopping brochures – in the interest of time, this item was deleted and will be discussed in January.
2. 2015 International Womens Show in Novi – appoint planning committee members; consider allocation of funds for 2015 show deposit with application submittal – Mark Binkley noted that Barb will not be able to be on the committee for next year. Annette Jacoby indicated that Cathy Dedakis and Alex Cabildo will probably be involved again. Lauri French noted that the board had previously approved the deposit but she was waiting for direction to submit the application until after we knew for sure if there would be a planning committee. She will check on the cancellation terms before she submits the application and any deposit money.

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8. Liaison Reports

A. City Council (Shawn Pipoly) –City Council approved three site plans at the last Council meeting for an accessory building at the Chamber, the new Yogurtopia on Main Street and Brighton Commercial Center (the former Davis Office site), which will be a big improvement on that site with two very nice office buildings and a couple of restaurants. He also noted that Council Member Chad Cooper is resigning from Council effective January 1, 2015 and they are working with the City attorney to determine how to proceed with his replacement.

B. Chamber of Commerce (Jen Ling) – No report

C. DDA (Matt Modrack)

1. Parking Enforcement Strategy Committee Update – The committee hasn't met in a while but it is becoming clearer which direction we will be taking for short and long-term parking.

2. CSX West Parking Lot update – We have signed a lease effective April 2015 with the CSX to provide 20+ fully improved parking spaces and overflow spaces at the CSX West lot. Construction will hopefully begin in April and will be completed before the Taste of Brighton event in July.

9. Board Member Updates – None

10. Staff Updates – None

11. Call to the Public was at 9:02. Hearing no response, call to the public was closed.

12. Motion by Shawn Pipoly, seconded by Sheryl Kemmerling, to adjourn the meeting at 9:02 a.m. Motion carried 6-0-3.

Respectfully submitted,

Lauri French, Acting Recording Secretary
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Next regular PSD board meeting – Tuesday, January 6, 2015 – 7:30 a.m.