

City of Brighton
Principal Shopping District Board Meeting Agenda
Wednesday, August 3, 2011 – 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
Claudia Roblee y	Shawn Pipoly y
Nick Palizzi n	Arthur Des Gravise y
Cheryl Mayday n	John Okoniewski y

Motion made by Claudia Roblee, supported by Shawn Pipoly to excuse Nick Palizzi and Cheryl Mayday. Motion passed unanimously.

Staff:

Matt Modrack
Lauri French

Audience:

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Approval of the August 3, 2011 Agenda

Motion by: Shawn Pipoly
Seconded by: John Okoniewski
Motion passed unanimously.

Approval of the July 12, 2011 Meeting Minutes

Motion by: John Okoniewski
Seconded by: Lisa Nelson
Motion Arthur Des Gravise abstained, motion passed 5-0-3.

Approval of the July 2011 Financial Reports

Motion by: Claudia Roblee
Seconded by: Shawn Pipoly
Motion passed unanimously.

Call to the Public

No response

New Business

Topic: Retail Success Summit Report (Lisa Nelson)

Discussion: Lisa reported that she had attended the Retail Success Summit in Grand Rapids. She then gave a power point presentation going over the points in the Summit. Matt Modrack had requested that she give this report to several groups including the

DDA and the Merchant Group. Matt Modrack also requested that the board reimburse Lisa for her hotel expense.

Motion: Reimburse Lisa for Hotel expense as indicated on the submitted hotel receipt.

Motion by: Claudia Roblee

Seconded by: John Okoniewski

Motion passed unanimously.

Old Business

a. Merchant advisory committee update

No report

b. Marketing Subcommittee report

Discussion: Mark Binkley talked about the Holidays, 4th quarter and Ladies Night out. He said he would have more to report at the next meeting. He also discussed the large soccer tournament coming to town the end of August and asked for a maximum of \$1500 for promotional and marketing material to market to this group. He estimated that there would be about 2000 people in town for this weekend. He said they would be playing at Scranton and the BECC Building. He wanted to particularly market out at Scranton and have things at the registration table to draw people into downtown during the time they would not be playing soccer.

Motion: To earmark \$1,500.00 to the Marketing subcommittee to develop and produce marketing and promotional material for this soccer event.

Motion by: Shawn Pipoly

Seconded by: Lisa Nelson

Motion passed unanimously.

Outdoor Café Advertising (Nick Palizzi, Matt Modrack)

Matt Modrack reported that Nick said that the billboards seem to be working well. The restaurant group is doing a 2-page co-op in the Clipper magazine. The money has already been allocated.

2011 Advertising Budget

Mark Binkley stated that the Marketing Subcommittee will be using the matrix attached to today's packet to discuss the 4th quarter advertising with the subcommittee. More information will be presented at the next PSD meeting.

Ice Cream Trail promotion update (Matt Modrack)

Matt Modrack reported that 2 of the ice cream merchants bowed out and he felt that, in order to do a co-op and be successful, they all needed to be on board. Next year this promotion can include kids events, kid friendly sculptures and advertising from kid stores.

c. Parking Strategy Subcommittee update (7/27/11 meeting)

Matt Modrack reported that the committee talked about parking lot placement and immediate parking strategy. The short-term list includes:

- encourage employees to use satellite lots
- update parking study
- include pending projects in update
- serious enforcement
- install more effective signs
- take this time to determine where best to put parking structure

d. SELCRA Service Agreement committee update

Matt reported that the agreement was still being worked on.

e. Banner Program update (Matt Modrack)

The Banners approved by the DDA, PSD and BACC are being made and will be installed shortly.

Liaison Reports:

- a. City Council (Claudia Roblee) Claudia Roblee reported that there have been improvements in staffing levels by the city to clean up the area around the pavilion and Imagination Station. Shawn Pipoly stated that he had requested that the Pavilion become a no smoking area at the last council meeting. Claudia Roblee reported that she had talked to the city manager about leasing out the concession area in the pavilion in order to have an adult presence there. Keith Karp from Oh My Lolli told Claudia he would manage and staff the concession area and keep the bathrooms clean for a reduction in the rent of the concession area.

Motion: Ask city to make pavilion non-smoking

Motion by: Shawn Pipoly

Seconded by: Art Des Gravise

Motion passed unanimously.

Motion: Ask city to explore the possibility of leasing the concession area.

Motion by: Shawn Pipoly

Seconded by: Lisa Nelson

Motion passed unanimously.

- b. Chamber of Commerce (Mark Binkley) The chamber has moved into their new building.
- c. DDA (Shawn Pipoly) Shawn stated that everything has been reported in the paper.
- d. Main Street program update (Claudia Roblee) A training seminar is taking place August 16th in Old Town Lansing. Claudia and three people from Envision Brighton are going. There was room for one more person and Claudia invited anyone from the Board.

Board Member Updates

Claudia reported that a committee made up of the BACC and members of the DDA Design Committee were meeting to do an update to the Mill Pond Park Area.

Staff Updates (Matt Modrack)

a. Americana Music Festival post-event survey

A survey was sent out to the merchants and Lauri French received 6 back. The majority of the merchants like the festival in the parking lot.

Call to the Public

No response

Adjournment 9:03 a.m.

Motion by Shawn Pipoly

Seconded by Claudia Roblee

Motion passed unanimously

Next PSD board meeting –Tuesday, September 6, 2011 – 7:30 a.m.

Respectfully submitted,

Claudia Roblee
PSD Secretary