

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

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

Those in Attendance:

Mark Binkley	Y	Lisa Nelson	Y
Nick Palizzi	N	Jon Innes	Y
John Okoniewski	Y	Steve Pilon	N
Sheryl Kemmerling	N	Shawn Pipoly	Y
Annette Jacoby	N		

Motion by John Okoniewski, seconded by Lisa Nelson, to excuse the absences of Nick Palizzi, Steve Pilon, Annette Jacoby and Sheryl Kemmerling. Motion carried 5-0-4.

Staff:

Matt Modrack
Lauri French
Jen Ling

Audience: 6

2. **Approval** of October 7, 2014 agenda

Motion by Lisa Nelson, seconded by Jon Innes, to approve the October 7, 2014 agenda as amended to add WHMI contract under Old Business, item C, number 2. Motion carried 5-0-4.

3. **Approval** of September 9, 2014 Regular Meeting Minutes was postponed until the next meeting.

4. **Approval** of September 23, 2014 Special Meeting Minutes was postponed until the next meeting.

5. **Approval** of September 2014 PSD Financial Report

Motion by John Okoniewski, supported by Jon Innes, to approve receipt of the September 2014 PSD Financial Report. Motion carried 5-0-4.

6. Call to the Public was at 7:40 a.m. Reed Kittredge with WHMI discussed a survey he took on Saturday evening at this year's Brighton's Smokin' Jazz & Barbecue Blues Festival to analyze zip codes from event attendees. He discussed the means for data collection, and presented his findings, which showed that roughly 40% of those at the festival at that time were from Brighton, 16% were from Howell, and that 86.7% traveled from no further than 30 minutes away. John Okoniewski asked the Board if advertising outside this immediate area would help attract people from further areas. Reed said that in his opinion, advertising that far out does not draw too many people, and that those it does draw, are most likely not coming to Brighton very often. He did, however, discuss that the Fenton/Holly/Linden area has grown and sees Livingston County as their area of influence, and thinks advertising to this area may be beneficial.

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7. New Business

A. Jimmy Banish with The Legacy Center presented information about their 3V3 Soccer Series that they have approaching. He wanted to offer the PSD a free sponsorship to help build the relationship between both organizations. He would like to give the PSD 6 months of exposure on the inside of the building during the tournament.

Motion by Lisa Nelson, seconded by Shawn Pipoly, to approve the free sponsorship opportunity with the Legacy Center during their 3V3 Soccer Tournament. Motion carried 5-0-4.

B. The Board discussed a proposal from First National Bank in Howell to sponsor free horse and carriage rides in downtown Brighton on Friday nights from 4:00-7:00 p.m. between Thanksgiving and Christmas.

Motion by Lisa Nelson, seconded by Shawn Pipoly, to approve First National Bank in Howell to sponsor free horse and carriage rides in downtown Brighton on Friday nights from 4:00-7:00 p.m. between Thanksgiving and Christmas. Motion carried 5-0-4.

8. Old Business

A. Brett and Lee from Shine Holiday Lighting talked about the plans for holiday lighting (as discussed at previous PSD meeting). The price includes lights, labor, maintenance, storage and a 3 year warranty. If we end the contract, we will get the lights back. In the coming years, if we continue with Shine, the price would be \$15,000 versus \$30,000. However, after the 4th year, we would probably want to start over and purchase new lights again. Matt Modrack will communicate with Shine, Dave Blackmar and Chief Wightman to coordinate installation at the roundabout, and they will need a lift to do the top of the tree there. The Board conversed about the timing of the lights, and decided to leave them on continuously through the season, if possible, especially since using the LED lights will use less power than the lights previously used.

B. Jen Ling gave an update about Ladies Night Out. She said that parking shuttles would be a great addition to the event, as parking is always an issue. She is looking into getting shuttles for a sponsorship, and the Board requested she look into a Brighton dealership before looking outside the area. Shawn Pipoly mentioned that Brighton Ford has sponsored shuttles for the PSD previously, and that she should reach out to them. Jen also mentioned that she is putting together a raffle for the event to collect zip codes and e-mail addresses for marketing purposes. In addition, she was hoping to use one of the empty buildings on Main Street to bring in some of the Grand River businesses who would like to be on Main Street for the event, or for any service-based business who may want some space in there. The plan is to have free gift-wrapping to draw people in, and The State Bank offered to sponsor that. We may need to look for additional sponsors as well. Jen also said she talked to the Livingston Lamplighters about being at this Ladies Night Out, and they are discussing it with their Board of Directors. They may ask for \$250 as they did last December.

Motion by Lisa Nelson, seconded by Jon Innes, to approve allocating up to \$250 for the Livingston Lamplighters to be at Ladies Night Out in December. Motion carried 5-0-4.

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C. Continue 4th Quarter Marketing Expense Discussion

1. Andy Korest from Adams Outdoor discussed billboard options for this holiday season. He said last year we spent \$3,000 to have a billboard on NB US-23 for 5 weeks in Whitmore Lake. He said he can offer that to us again. He is, however, hoping the PSD can get closer to spending the \$5,400 that was planned to be spent with Adams Outdoor for billboards during the I-96/US-23 interchange construction that has since been postponed. He asked for consideration of the PSD picking something up on I-96 as well as the billboard on US-23 to get closer to that number. He said he has a billboard on WB I-96 at Kensington Road that would cost \$4,000 for 5 weeks, plus production costs of \$1,000. The start date would be November 17.

Motion by John Okoniewski, seconded by Lisa Nelson, to approve allocation of \$8,000 to Adams Outdoor to have one billboard on NB US-23, and one billboard on WB I-96 for 5 weeks each with new vinyl for the billboard on I-96 with at start date of 11/17/2014. Motion passed 5-0-4.

2. A discussion took place about the revised WHMI contract for 4th quarter.

Motion by Jon Innes, seconded by John Okoniewski, to approve the revised contract with WHMI up to \$7,990 for Holiday Glow, Small Business Saturday, Ladies Night Out and Christmas Shopping ad campaigns. Motion passed 5-0-4.

D. The Board talked about considering the previously presented proposal from WCSX, and decided not to do anything with them right now.

9. Liaison Reports

A. City Council (Shawn Pipoly) - No report

B. Chamber of Commerce (Jen Ling) - The first First Tuesday Power Lunch is taking place today at Oak Pointe at 11:30 a.m. and will feature the President of the Michigan Chamber and the President of the Detroit Regional Chamber.

C. DDA (Matt Modrack) - We now have a lease to use the Excelda parking lot, and will be sending the merchants a note to suggest their employees park there. There are currently 13 spaces in that lot, but that will increase to 26 once there is asphalt there. Matt also mentioned that the Transportation Odyssey will be taking place today.

10. Board Member Updates – None

11. Staff Updates – None

12. Call to the Public was at 9:34, and was closed after hearing no response.

6. Motion by Shawn Pipoly, seconded by Jon Innes, to adjourn the meeting at 9:34 a.m.
Motion carried 5-0-4.

Respectfully submitted,

Jen Ling, Recording Secretary
October 20, 2014

Next regular PSD board meeting – Wednesday, November 5, 2014 – 7:30 a.m.