

City of Brighton
Principal Shopping District Board Meeting Agenda
Tuesday, November 1, 2011 – 7:30 a.m.
Regular Session

Meeting called to order Mark Binkley by 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 n
Cheryl Mayday y	John Okoniewski y

Shawn Pipoly made a motion to excuse Art Des Gravise, Claudia Roblee supported.
Motion passed unanimously

Staff:

Matt Modrack

Audience:

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Approval of the November 1, 2011 Agenda

Motion by: John Okoniewski

Seconded by: Lisa Nelson

Motion approved unanimously

Approval of the October 4, 2011 Meeting Minutes

Motion by: John Okoniewski

Seconded by: Shawn Pipoly

Motion approved unanimously

Approval of the October 2011 Financial Report

Motion by: Lisa Nelson

Seconded by: Cheryl Mayday

Motion approved unanimously

Call to the Public

No response

New Business

Topic: Consider approval to advertise in the 2012 Greater Brighton Area Chamber Membership Directory and Community Guide (Matt Modrack)

Discussion: Matt Modrack discussed that the logo should go out more effectively than last time. Approximately 13,000 directories are distributed. Mark Binkley stated that from a business perspective it is an expensive ad. John Okoniewski said that money could be spent many times in Argus. It was concurred that the ad was too expensive.

Motion: None

Motion by:

Seconded by:

Motion

Topic: Review Farmington Hills' welcome packet and discuss suggestions for similar materials for new businesses in Brighton (Art Des Gravise)

Discussion: Matt Modrack suggested that we wait until Art Des Gravise is here to discuss this since he was the one to bring this forward. It was concurred to move this to next month's agenda.

Motion: None

Motion by:

Seconded by:

Motion

Old Business

Topic: Merchant advisory committee update.

Discussion: Claudia Roblee asked if we needed any specific money for Holiday Glow or Ladies Night Out? Lisa Nelson stated that she talked to Renee Pettengill about getting word out electronically. Mark Binkley requested that Lisa Nelson and Renee Pettengill get info together and get to Mark Binkley to get in ads. Lisa was going to ask Lauri French for cost for city to print 11 x 17 posters.

Motion: Allocate budget of \$500 to print posters or any other materials for Ladies Night Out and stay within our 4th quarter budget

Motion by: Claudia Roblee

Seconded by: John Okoniewske

Motion approved unanimously

Topic: Marketing Subcommittee report

- 4th Quarter 2011 Advertising update

Billboards have not been aggressively sought out for co-op but the businesses who did it last year want to do it again this year. This coming week the committee will seek out more.

Mark Binkley said he just got scripts from WHMI for Holiday Glow, Ladies Night and Small Business Saturday.

- Holiday decoration co-op opportunity update

Mark Binkley stated that everyone on Main Street except for one who is Jehovah Witness is participating in lights. Mark will hit Grand River tomorrow. The roundabout will also be lit up. Still looking for sponsorships for roundabout and Squire lot. The Marketeer will run an ad thanking all businesses who participated.

Motion: None

Motion by:

Seconded by:

Motion

Topic: Parking Strategy Subcommittee update

Discussion: Matt passed out maps. DDA had parking study updated. New parking lots built and new activity, stores and restaurants. Explained how study was done. In 2009 the only real shortage was in the Mill Pond Lot. This update shows 2 shortages - the North street lot at night and Mill Pond was the second. The map handed out showed upcoming developments and parking areas. Matt is identifying what the next steps are in terms of development and parking. The committee has to determine how will we secure the good spaces for customers.

Motion: None

Motion by:

Seconded by:

Motion

Topic: SELCRA "Tridge or Treat" event feedback (Matt Modrack)

Discussion: Mark Binkley and Claudia Roblee who were both in attendance said this event was well attended. The question came up at the event last night, how we can we build on it.

Motion: None

Motion by:

Seconded by:

Motion

Topic: Status of replacement for IContact email program (Lisa Nelson)

Discussion: IContact seems to be the least expensive between Constant Contact and Mail Chimp. Lisa still wants to talk to Lauri.

Motion: None

Motion by:

Seconded by:

Motion

Liaison Reports

City Council: (Claudia Roblee) Imagination Station is re-opened. Council had their annual retreat.

Chamber: (Mark Binkley) The Chamber is talking about combining Summerfest with the Americana Festival. They are looking to move Artfest back to Main Street make it a 3 day event and move it back one week so it does not conflict with Milford Memories.

DDA: (Shawn Pipoly) Barton parking lot progress.

Main Street Program Update (Claudia Roblee) Council concurred that we do not need to advance to select level of Main Street.

Board Member Updates

None

Staff Updates (Matt Modrack)

- Excelda closing – 131 Hyne - Starts construction in April of 2012
- West St. Parking Lot – Construction has started
- Johnson property option - Due diligence on property, soil borings have started.
- Façade improvement program update - Final application went in on Mayday facade.

Matt was at the Michigan Tax Tribunal as a witness to defend value of commercial properties. He stated that more than \$10 million of development has happened since 2008 and more is coming. Auditors of city showed that commercial property has not dropped in value.

Matt showed calendar of projects for next year. Much going on.

Call to the Public

Susan Walters-Steinacker

Matt Modrack, Shawn Pipoly and Claudia Roblee at retreat.

Anything over a \$500 dollar contract must go to Paul Burns' office.

George Moses noted that a video is being done on downtown that is being done for free. Owners of business and building, tridge and Main street to be featured on social media.

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Thaddeus McGaffey wanted to say that he and his family spent a lot of time downtown this past weekend attending the many events. Wanted to thank boards for making things happen.

Adjournment 8:52 a.m.

Motion by: Shawn Pipoly

Seconded by: Lisa Nelson

Motion passed unanimously

Next PSD board meeting -Tuesday, December 6, 2011 - 7:30 a.m.

Respectfully submitted,

Claudia Roblee, PSD Secretary