

City of Brighton
Principal Shopping District Board Meeting Minutes
Wednesday, September 4, 2013 – 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 left at 8:50
Claudia Roblee	Y	Peggy Mintz	Y left at 8:15
Nick Palizzi	Y	Thaddeus McGaffey	Y
Cheryl Mayday	N	John Okoniewski	Y left at 8:15
Sheryl Kemmerling	Y		

Staff:

Matt Modrack
Lauri French
Jen Ling

Audience: 3

Approval of the September 4, 2013 Agenda as amended
8b merge with presentation from Mobile Hippo
Motion by: Thaddeus McGaffey
Seconded by: John Okoniewski
Motion passed 8-0-1

Approval of the July 9, 2013 Meeting Minutes
Motion by: Nick Palizzi
Seconded by: Thaddeus McGaffey
Motion passed 6-0-3 with John Okoniewski and Peggy Mintz abstaining and one absence

Approval of the Meeting August 7, 2013 Minutes
Motion by: John Okoniewski
Seconded by: Sheryl Kemmerling
Motion passed 6-0-3 with Lisa Nelson and Nick Palizzi abstaining and one absence

Approval of the August 2013 (FY 13-14) Financial Report and Taste of Brighton Financial Report
Motion by: Claudia Roblee
Seconded by: Nick Palizzi
Motion passed 8-0-1

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Call to the Public – No response.

New Business

Topic: Presentation from Mobile Hippo/Text message campaigns

Discussion: Nick Palizzi explained his role in tying in text message campaign to Mobile Hippo. Derek Crandall from Mobile Hippo explained that Mobile Hippo is a mobile website platform. Taste of Brighton got about 9000 views on the mobile website. Only about 7 people texted to get info. 300 QR codes scanned but only about 60 texted. A text message gives you about 160 characters, want to add a mobile website to it.

Mark Binkley and Nick Palizzi suggested we need new website in order to move into the mobile app for downtownbrighton.com. Mobile Hippo's charge to build a mobile website is \$499 and includes the \$96/year hosting fee. Nick can put together bullet points for RFP for new website. Nick will work with Lauri French and Derek Crandall on this.

Motion: To allow Mobile Hippo to build a PSD mobile site for \$499.

Motion by: Peggy Mintz

Seconded by: Thaddeus McGaffey

Motion passed 8-0-1

Topic: Holiday Lights Committee feedback from 8/28/13 meeting (Mark Binkley)

Discussion: Committee Thaddeus McGaffey and Mark Binkley from PSD, Mondy Miller and Linda Botka from DDA, Sophia Freni and Dan Mulvihill from Chamber. Committee recommends that all trees should be lighted. All tops of buildings. No flashing lights, no music. Tridge and gazebo in white lights. Bid is being put together. We may have to have possible sponsorships to pay for. We should have pricing by next meeting.

Motion: To endorse the Holiday light proposal as proposed by Mark Binkley and the committee.

Motion by: Lisa Nelson

Seconded by: Nick Palizzi

Motion passed 6-0-3 (John Okoniewski and Peggi Mintz left at 8:15 a.m.)

Topic: 2014 Taste of Brighton Event Planning discussion (Thaddeus McGaffey)

Discussion: Thaddeus McGaffey discussed the meeting and where they are at this point. They are trying to work out a possible date conflict with another Chamber event at Mt. Brighton the same weekend in July next week. The Chamber is working with Vail Resorts to try to change the date to October.

Topic: 4th Quarter Marketing discussion (WHMI co-op ads, Marketeer, billboard, merchant co-op for holiday lights)

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Discussion: Mark Binkley reported he has asked for proposals from Adams Outdoor, WHMI and Marketeer but has not received prices for 4th quarter marketing. He believes he will have them by the October meeting as well as the lighting proposal from Christmas Decor.

Topic: Preliminary SAD discussion (Mark Binkley)

Discussion: Mark Binkley gave a brief background of the special assessment that was done when the PSD was started and explained how the costs were assessed by zones. Are we all in agreement that this should be done? Consensus is that this should be done. Matt Modrack and Mark will talk about next steps and present at next meeting.

Old Business

Topic: Discuss findings for directional signs at Tridge for businesses on Grand River (Matt Modrack) Matt Modrack looked at this and recommends that there are too many businesses to name individually. Matt suggested to include signage for special events and put through event committee process.

Topic: Report from Nick Palizzi – possibilities of mobile sites and test messaging campaigns

Discussion: Discussed with Mobile Hippo site agenda item

Liaison Reports

- a. City Council (Claudia Roblee) - No report
- b. Chamber of Commerce: Smokin' Jazz and Barbeque Blues Festival this weekend. Main Street will close at 6:00 a.m. on Friday, 9/6.
- c. DDA (Matt Modrack) - Creamery parking lot was redone by city. DDA has ordered lighting for it.
- d. Millpond Design Plan Subcommittee (Claudia Roblee) – No report.

Board Member Updates

Claudia Roblee discussed Farm to Table happening on Sept. 21.
Mark Binkley let Matt Modrack know about Pavilion lights being off at night, and Matt will handle this with Dave Blackmar.

Staff Updates

Veterans Memorial Dedication Ceremony – November 9, 2013

Call to the Public – No response

Adjournment at 9:15 a.m.

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Motion by: Nick Palizzi
Seconded by: Sheryl Kemmerling
Motion passed unanimously

Respectfully submitted,

Claudia Roblee, Secretary

Next PSD board meeting - **Tuesday, October 1, 2013** -7:30 a.m.