

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

Meeting called to order by Vice-Chairperson Shawn Pipoly at 7:30 a.m.

Those in Attendance:

Mark Binkley Absent	Lisa Nelson y
Claudia Roblee y	Shawn Pipoly y
Nick Palizzi y	Arthur Des Gravise y
Cheryl Mayday y	John Okoniewski y

Motion made by John Okoneiwski, seconded by Nick Palizzi to excuse Mark Binkley.
Motion passed unanimously.

Staff:

Matt Modrack
Lauri French

Audience:

3

Approval of the June 7, 2011 Agenda

Motion by: Nick Palizzi

Seconded by: Lisa Nelson

Motion passed unanimously

Approval of the May 3, 2011 Meeting Minutes

Motion by: John Okoniewski

Seconded by: Art Des Gravise

Motion passed unanimously

Approval of the April 2011 (Revised) Financial Report

Motion to approve revised April financial report

Motion by: Nick Palizzi

Seconded by: John Okoniewski

Motion passed with 6-0-2 (Cheryl Mayday abstained)

Motion to approve May 2011 Financial report

Motion by: John Okoniewski

Seconded by: Nick Palizzi

Motion passed unanimously

Call to the Public

No response

New Business

Topic: Proposed DBD Sign Ordinance (Amy Cyphert)

Discussion: Amy gave a report on the suggested new sign ordinance and touched on new parts of projecting sign, wall and sandwich signs ordinance.

Motion: To support new sign ordinance as presented

Motion by: Nick Palizzi

Seconded by: Lisa Nelson

Motion passed unanimously

Topic: Discuss email communication alternatives to IContact

Discussion: It was decided that Outlook will work for what is needed. If we need to start sending graphics etc., then we can change to a Constant Contact or similar

Motion:

Motion by:

Seconded by:

Motion

Old Business

Topic: Merchant advisory committee update:

Discussion: Lisa reported that at the last merchant advisory meeting that it was decided that merchants should focus on merchant driven events. Matt Modrack talked to Derek Smith of SELCRA for kid focused events. Matt will present SELCRA's proposal at next meeting

- Status of expanded business hours for merchants

Discussion: 8 merchants have committed to extended hours.

Motion: None

Motion by:

Seconded by:

Motion

Topic: Marketing Subcommittee report

Outdoor Café Advertising Budget update (Nick Palizzi/Matt Modrack)

Discussion: Nick reported that 12 restaurants are participating in the Café advertising.

Two new restaurants have signed on - Bagger Dave's and Main Street Cheese Shop.

There will be 2 mediums used, billboards and Clipper coupon magazine.

Co-op could be done for any group, for example, Jewelers.

Principal Shopping District Board Meeting Minutes

June 7, 2011

Page 3 of 4

Motion: None

Motion by:

Seconded by:

Topic: 2011 Advertising Budget

Discussion: High holy days of shopping and Christmas with WHMI, billboards and Marketeer being the mediums. All ads should be co-oped. More will come from committee.

Motion:

Motion by:

Seconded by:

Motion

Topic: Parking Enforcement Policy Subcommittee update

Discussion: Matt Modrack explained that the subcommittee looked at 2 hour parking and enforcement of same in the lots. The subcommittee also talked about signage for 2 hour parking. Matt also reported on the Barton/DDA parking.

Motion: None

Motion by:

Seconded by:

Motion

Topic: Status of new PSD logo (Nick Palizzi)

Discussion: Nick presented the new logo with the new colors as discussed at last meeting. Once the new colors are approved he will have a presentation at the next meeting on how they will look on banners.

Motion: To approve the new PSD logo as is.

Motion by: John Okoniewski

Seconded by: Art Des Gravise

Motion passed unanimously

Topic: Envision Brighton World Café update

Discussion: Nothing new to report

Motion:

Motion by:

Seconded by:

Motion

Liaison Reports

City Council: (Claudia Roblee) Council approved the DIA Inside Out program

Principal Shopping District Board Meeting Minutes

June 7, 2011

Page 4 of 4

Chamber: Local Live this Saturday and also getting ready to move to new location

DDA: (Shawn Pipoly) None

Main Street Program Update (Claudia Roblee) Michigan Main Street canceled July meeting. August meeting will be in Old Town Lansing. Volunteers from the Envision Brighton will be attending.

Board Member Updates

Art Des Gravise will not be here for July meeting. He may also be able to provide the name of a company where we can get competitive pricing on banners.

Staff Updates (Matt Modrack)

None

Call to the Public

Susan Walters-Steinacker questioned the bill of \$1000 for logo design. Who found him, what are his credentials.

Jeff Kelly from Great Harvest suggested that we need banners across Main Street for events. He also wants to be on the parking committee, he commented that SELCRA is recreational, not downtown orientated and said that all co-op advertising should be generic for downtown.

Adjournment at 9:02 am

Motion by: Nick Palizzi

Seconded by: Lisa Nelson

Motion passed unanimously.

Respectfully submitted:

Claudia Roblee, Secretary

Next PSD board meeting – July 12, 2011 – 7:30 a.m.