

**City of Brighton**  
**Principal Shopping District Board Meeting Minutes**  
**Tuesday, May 6, 2014 - 7:30 a.m. Regular Session**

1. Meeting called to order by Mark Binkley at 7:32 a.m. He welcomed new board members Steve Pilon from the Wooden Spoon and Annette Jacoby from Sassafrass.

Those in Attendance:

|                   |               |                   |                  |
|-------------------|---------------|-------------------|------------------|
| Mark Binkley      | Y             | Lisa Nelson       | Y                |
| Nick Palizzi      | N             | Thaddeus McGaffey | Y (arr. at 7:36) |
| John Okoniewski   | Y (arr. 7:35) | Shanda Willis     | Y                |
| Sheryl Kemmerling | Y             | Steve Pilon       | Y                |
| Annette Jacoby    | Y             |                   |                  |

Staff:

Matt Modrack  
Lauri French  
Jen Ling

Audience: 7

Motion by Sheryl Kemmerling, seconded by Lisa Nelson, to excuse the absence of Nick Palizzi.  
Motion carried 6-0-3.

2. **Approval** of May 6, 2014 agenda as amended to move 7.B & C up to A & B and move 7.A down to 7.C., to take off 11.A. and to move 8.A. to 8.C.

Motion by John Okoniewski, seconded by Sheryl Kemmerling, to approve the May 6, 2014 agenda as amended. Motion carried 8-0-1

3. **Approval** of April 1, 2014 Regular Meeting Minutes

Motion by: John Okoniewski

Seconded by: Lisa Nelson

Motion carried 5-0-4, with 3 abstentions (Willis, Jacoby, Pilon) and 1 absence

4. **Approval** of April 22, 2014 Special Meeting Minutes as amended to omit Thaddeus McGaffey's arrival time.

Motion by Thaddeus McGaffey, seconded by John Okeniewski, to approve the April 22, 2014 special meeting minutes as amended. Motion carried 6-0-3, with 2 abstentions (Jacoby, Pilon) and 1 absence.

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

Motion by: Lisa Nelson

Seconded by: Thaddeus McGaffey

Motion carried 8-0-1

Lauri French noted that this report does not include the funds settled with the Chamber from the 2010 Summerfest. This will be included in next month's report.

6. Call to the Public: at 7:44. Hearing no response, call to the public was closed.
7. Old Business
  - A. Elliot Lerner with WWJ Newsradio gave the Board a proposal for A Taste of Brighton advertising campaign. Lerner claimed WWJ is the most listened to station in the Detroit area, according to the Nielsen ratings. The Board told him that we will have to wait until we know about the SAD. He left WWJ information and the proposal for review and will send the Arbitron rating information to Matt Modrack.
  - B. Mark Binkley discussed the US-23 Shop-Dine billboard and talked about adding A Taste of Brighton piece to it a few weeks before the event. It was also brought up to put an "open during construction" banner on it to stay ahead of the curve when the I-96/US-23 construction begins. Maybe MDOT would pay for this piece? Steve Pilon mentioned that the restaurant group has been discussing funding a billboard on I-96. The Board talked about negotiating the price with Adams, but Mark Binkley said they most likely would not come down on their price as Adams was upfront about this. The options discussed for the billboard were to:
    1. Purchase one month for \$1,700 with the ability to cancel after that, or
    2. Purchase the space for \$5,600 for 3 months, which would include A Taste of Brighton.Mark Binkley will gather more information and go from there.

Motion by Thaddeus McGaffey, seconded by Lisa Nelson, to move forward with the Shop-Dine billboard. Motion carried 8-0-1, with 1 absence.

- C. The Board considered the request by the organizers of the Brighton Community Reunion to feature the event on the PSD website's "Events" page. The Board decided not to put it on the "Events" page, but to include it on the community calendar.
  - D. Mark Binkley encouraged everyone to be at the Chamber's MDOT presentation about the I-96/US-23 Interchange construction project so the Board has first-hand knowledge of the project.
8. New Business
    - A. Cathy Dedakis gave feedback about the 2014 International Women's Show. She said that they collected 2800 raffle slips with attendee information, many of them including e-mail addresses. She said she was happy with the fashion show, the cooking demos and the spotlight demos. The booth got a lot of attention after the fashion show. We ran out of bags that we passed out on Sunday; they were a huge hit. She also requested that the Committees for these types of events receive the email addresses for the PSD list to make things easier and to hopefully make some of the merchants be more apt to read the emails regarding the event. She will provide the Board the budget information. Thaddeus McGaffey suggested in the future we provide "did you know" facts about Brighton to be read at the Show. Mark Binkley requested the Committee's final notes for review later.
    - B. Jen Ling gave an update about Ladies Night Out and reminded the Board about the mobile event website and that she is trying to encourage everyone to drive people there. She also reminded the Board about the Facebook cover photo that George Moses created and asked them to consider using it on their pages to promote the event. Jen discussed the hotels and shuttles that have been arranged for Ladies Night Out, and said that marketing has been done as usual, and that everything is set and ready to go.

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- C. A discussion took place whether or not the Masonic Temple's second floor should be exempt from the SAD, considering that that floor is non-profit. The Board discussed it and agreed it should be exempt. It was brought up that the current proposal is for the yellow zone to be priced at \$ .16 a square-foot, and the Blue zone is at \$ .12 a square-foot. Should we stick with this plan? They have received several strong letters of support, but also had some people at the last City Council meeting that are not in support of the SAD. Shanda Willis recommended sharing the supporting letters at the next City Council meeting. Lisa Nelson recommended the Board talk to their neighbors and make sure everyone has the facts and knows the positives of the PSD and what it has done. A discussion took place about taking out the holiday lights as Dana Foster offered to have the City pick that up. Matt Modrack recommends the Board take the offer and present that at the next meeting. Steve Pilon said that the MDOT construction project will hinder the downtown area and that marketing will be essential to keep people coming here during this time. The Board discussed changing the yellow zone to \$ .14 and keeping the blue zone at \$ .12. The City Manager recommends \$ .12 all around. Mark Binkley said we can make \$ .14 work. Zone 2 rates will stay at \$.12/\$.06 per sq. ft. He also suggested everyone attend the City Council meeting on May 15.

Motion by John Okeniewski, seconded by Annette Jacoby, to adjust the rates to \$ .14 per square foot for first floors and \$.07 per square foot for second floors and basements for the yellow zone and keep the blue zone at \$.12 and \$.06 per square foot, and to make the second floor of the Masonic temple exempt from the SAD. Motion carried 8-0-1, with 1 absence.

- D. Thaddeus McGaffey gave an update on A Taste of Brighton. He said that the contract with the Chamber for event management has been worked out for \$2,500, and that the PSD finds that were in question from the 2010 Summerfest have been resolved. The funds will be moved from the Chamber to the PSD. He also mentioned that the Committee is looking into tethered hot air balloon rides in addition to the entertainment from last year. Also, he said there is a meeting with DPS tomorrow to discuss the Main Street road closure for the event, and if there is an option of moving the road block to include Brewery Becker inside. Thaddeus McGaffey also said they are discussing doing a fashion show, and will see if there is interest there.
- E. This discussion regarding businesses located outside the PSD being involved with PSD events has been moved to next month in the interest of time.
- F. Discussing Luna Tech 3D's interactive map integration with the new PSD website has been moved to next month, as the Board needs Nick Palizzi here for the discussion.

9. Liaison Reports:

A. City Council (Shanda Willis) - No Report

B. Chamber of Commerce (Jen Ling) – Reminder about the MDOT presentation tomorrow morning and to RSVP if planning to attend.

C. DDA (Mark Binkley)

1. The Parking Strategy Subcommittee is meeting in a couple weeks to discuss ideas from other cities and see if they could apply to Brighton. The Subcommittee will then make recommendations and present them to the Board.

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9. Board Member Updates – Steve Pilon noted that he is excited to be part of the PSD Board. He mentioned that he really wants to get ahead of the construction (in regards to marketing), and said that with the SAD, some people don't understand what is going on, and that it is their (the Board) job to teach them.

11. Staff Updates

- A. Discuss potential update to Tactical Marketing Plan - Deferred until a later meeting

11. Call to the Public was made at 9:23 a.m. John Innes with The State Bank said he and his staff will compile the information from the Women's Show raffle for us. Cathy Dedakis with Sassafrass reminded the Board that Adams Outdoor will negotiate so it would be worth looking into. Gail Sherman with Impulse asked if the City would help with signage and other expenses during the MDOT construction. The Board explained that although it is a possibility, the PSD needs to be proactive and not count on others. It is essential that we continue marketing since we are facing 2 years of construction. Cheryl Mayday with Alterations Unlimited asked why Mark Binkley and Lisa Nelson were talking about parking today. Lauri French advised that Lisa and Mark also sit on the DDA and the parking strategy subcommittee is a DDA subcommittee; they are passing along information pertinent to the PSD and merchants by talking about it at the PSD meeting. Cheryl also mentioned that the Spencer Road bridge is only scheduled to close for 45 days, and asked if we need to be too concerned with it. She suggested that MDOT may help with some signage. Mark Binkley explained that the PSD Board needs to make sure that as we are marketing the City, we need to remind people to come here even through construction and that we should not solely depend on MDOT signage to do that.

12. Motion by John Okoniewski, seconded by Steve Pilon, to adjourn the meeting at 9:20 a.m. Motion carried 8-0-1.

Respectfully submitted,

Jen Ling, Recording Secretary  
May 9, 2014

**Next regular PSD board meeting – Tuesday, June 3, 2014 – 7:30 a.m.**