

City of Brighton
Principal Shopping District Board Meeting Minutes
June 7, 2016 7:30 a.m. Regular Session

1. Meeting called to order by Mark Binkley at 7:30 a.m.

Those in Attendance:

Mark Binkley	Y	Lisa Nelson	Y
Nick Palizzi	Y (arr. 7:31)	Jon Innes	Y (arr. 7:38)
John Okoniewski	Y	Steve Pilon	Y
Sheryl Kemmerling	Y	Shawn Pipoly	Y
Annette Jacoby	Y		

Staff:

Michelle Miller, Jen Ling, Matt Modrack

Audience: 4

2. **Approval** of June 7, 2016 agenda

Motion by Shawn Pipoly, seconded by Sheryl Kemmerling, to approve the June 7, 2016 agenda as amended to add the Approval of April 5, 2016 Meeting Minutes as item 2B. The motion carried 9-0-0.

2B. **Approval** of April 5, 2016 Regular Meeting Minutes

Motion by Lisa Nelson, seconded by Nick Palizzi, to approve the April 5, 2016 Meeting Minutes. The motion carried 9-0-0.

3. **Approval** of May 3, 2016 Regular Meeting Minutes

Motion by Shawn Pipoly, seconded by Steve Pilon, to approve the May 3, 2016 Meeting Minutes as amended to correct that Steve Pilon was in attendance at the May 3, 2016 meeting. The motion carried 9-0-0.

4. **Approval** of May 2016 PSD Financial Report

Motion by Nick Palizzi, seconded by Lisa Nelson, to approve the May 2016 PSD Financial Report. The motion carried 9-0-0.

5. Call to the Public was at 7:45. Nate Geinzer introduced himself as the new city manager. He was working for the City when the PSD started, and said he is pleased to see the PSD still in action.

6. New Business

A. See You Then App- Andy and Drew Drake presented their See You Then app, and discussed a PSD "channel" with a live posting environment within the app. They have been signing up downtown Brighton businesses. Businesses can post in this app, and the app will post to all of their social media sites and their website. Anyone, however, can

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see the application website; one does not have to have the app to view the content on there. They are asking the PSD to attach See You Then posts into PSD social media. The idea is that this platform is going to grow and will connect people with businesses, events, etc. If this works as planned, they see the PSD eventually taking over and purchasing the downtown Brighton channel. Currently See You Then has about 8,000 people signed up on their desktop version and 400 on their mobile site. They have been doing this about three months. The Board recommended Michelle and Jen work with Andy to see how the app works, etc. and see if this is something we want to and should do. They would also get Cristina involved and find out her thoughts. Michelle will give her the information.

Claudia Roblee spoke and said she has been using the app for her business and loves it. She recommended we try it out with A Taste of Brighton and connect the app to the PSD Facebook page and website for the event.

B. Jazz @ Pond Sponsorship- Michelle Miller spoke on behalf of 2 Stones Events, as Cal or Whitney Stone could not be here, and said they are asking the PSD for \$1,000 to sponsor this year's Jazz @ The Pond. Nick Palizzi mentioned that we want to help someone who wants to do something downtown, but he also pointed out the PSD's budget is short. The Board discussed they usually help events like these get started and then they are on their own. They had a few questions like, how badly do they need sponsors? Where is the money going? They said maybe they would sponsor this year, but ask to see demographic information in case the PSD is asked next year.

Motion by Sheryl Kemmerling, seconded by Nick Palizzi, to give \$500 to 2 Stones Events for Wednesday Nights Jazz @ the Pond with contingency that they come back and bring the PSD Board demographics in the fall.

7. Old Business

A. A Taste of Brighton Update- Nick Palizzi spoke about A Taste of Brighton and said more businesses have signed up and the committee has started laying out the street. All plans have been moving along. They gave a sponsors update and mentioned they are still looking for a presenting sponsor. Nick and Jen Ling have been discussing marketing materials and said if they do not have a presenting sponsor by the end of the week, it will say presented by your downtown Brighton merchants.

B. POW! Marketing Strategies Update- Michelle Miller and Cristina Sheppard-Decius have a meeting tomorrow with Mark Binkley. They gathered info from Jen Ling from Ladies Night Out and area putting tapestry data together. A Taste of Brighton committee will need to know what they need for the event regarding a survey.

8. Liaison Reports

A. City Council (Shawn Pipoly) – John Emaus is the newest City Council member. They hired a company and are working on updating ordinances. This process should take about one year. Shawn also noted the Michigan Municipal presentation about saving

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Michigan cities is a good financing model for Michigan. Apparently Michigan municipalities are the worst in the country.

B. Chamber of Commerce (Jen Ling) – The Chamber Golf Outing is Monday, June 13 at Oak Pointe. Register now if you haven't. Jen also mentioned there is a Power Lunch this Thursday to discuss the new U of M project and how it will affect traffic on Challis Road.

C. DDA (Michelle Miller) – No report.

9. Board Member Updates- Steve Pilon said they should start to thinking about the winter advertising schedule. He asked about movie theatre advertising again, and Michelle Miller said we would put that on hold until Christina with POW! Marketing Strategies finishes her part.

Nick Palizzi said St. Paul's Church would like to do a kickoff to First Responders Week on September 25. They are planning to put some sort of event together.

Lisa Nelson said the WDIV Vote for the Best contest starts June 13.

10. Staff Updates – Michelle Miller mentioned the Place Making at Hyne Alley. They will be putting in hand painted chairs, a large chalkboard on Brighton Bar & Grill's building, and a piano, chess and checkers will all be there for the community to enjoy. They are also replacing the string lighting between Oh My Lolli and Brighton Bar Grill. Also, the Brighton Arts & Culture Commission is planning a treasure hunt around the Mill Pond featuring chalk art from street artist, David Zinn. The treasure hunt will take place June 18 from 10:00 a.m.-1:00 p.m. Jon Innes asked about preparing some ditch signs to be put in front of Hawkins school, as they have a big football tournament scheduled for that weekend.

Michelle also discussed the Michigan Main Street workshop. Sheryl Kemmerling and Michelle went to the last workshop and received info on how to better promote downtown. If anyone wants to attend the July meeting, let Michelle know.

11. Call to the Public was at 9:02. George Moses talked about the Brighton Optimist Club Fishing Derby for children at the Mill Pond this Saturday.

12. Motion by Shawn Pipoly, seconded by Steve Pilon, to adjourn the meeting at 9:00 a.m. The motion carried 9-0-0.

Respectfully submitted,

Jen Ling, Recording Secretary
July 1, 2016

Next regular PSD board meeting –Wednesday, July 6, 2016 – 7:30 a.m.