

City of Brighton
Principal Shopping District Board Meeting Minutes
Tuesday, June 3, 2014 – 7:30 a.m. Regular Session

1. Meeting called to order by Mark Binkley at 7:32 a.m.

Those in Attendance:

Mark Binkley	Y		Lisa Nelson	Y
Nick Palizzi	Y		Thaddeus McGaffey	Y (arr. at 7:35)
John Okoniewski	Y	(arr. 7:34, left at 9:45)	Shanda Willis	N
Sheryl Kemmerling	Y	(left at 9:12)	Steve Pilon	Y (left at 9:48)
Annette Jacoby	Y	(left at 9:10)		

Staff:

Matt Modrack
Lauri French
Jen Ling

Audience: 9

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

2. Election of Chairperson and Vice Chairperson

Motion by Nick Palizzi to keep the positions as-is, seconded by Annette Jacoby.
Motion carried 7-0-2.

3. **Approval** of June 3, 2014 agenda as amended to add the Taste of Brighton banner under 7.C.
Motion by Sheryl Kemmerling, seconded by Nick Palizzi, to approve the June 3, 2014 agenda as amended. Motion carried 8-0-1

4. **Approval** of May 6, 2014 Regular Meeting Minutes
Motion by John Okoniewski, seconded by Thaddeus McGaffey, to approve the May 6, 2014 regular meeting minutes as presented. Motion carried 7-0-2, with 1 abstention (Palizzi) and 1 absence.

5. **Approval** of May 2014 PSD and Taste of Brighton Financial Reports
Motion by Lisa Nelson, seconded by Steve Pilon, to carry over funds due from the Chamber from 2009-2010 into the Taste of Brighton event budget. Motion carried 8-0-1.

Motion by Thaddeus McGaffey, seconded by Annette Jacoby, to approve the PSD and Taste of Brighton Financial Reports as presented. Motion Carried 8-0-1.

6. Call to the Public was made at 7:42 a.m. Gail Sherman of Impulse Clothing Boutique discussed that she was disappointed that only a few of the downtown merchants were open on Memorial Day. She suggested in the future that the PSD looks into how they can get more merchants on board to be open on days like this, and how the merchants can support each other these holidays/events. Mark Binkley said he agrees and would like to make this a topic in the future.

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7. Old Business

- A. Mark Binkley gave a PSD-SAD subcommittee update saying that everything is on track and moving along as planned. Said the final vote will take place June 5. He requested Board members show up and show their support at the Call to Public.

- B. Jen Ling gave a report on Ladies Night Out, and said that overall everyone was happy, and that it was a huge success. The weather was perfect, and the police estimated 4,000 women at the event. Mark Binkley mentioned that he heard it may be a better idea in the future to space Ladies Night Out further from Mother's Day. Some merchants felt that instead of having a busy week leading up to Mother's Day and also on Ladies Night Out, it seemed many ladies did all their shopping the night of the event. We should consider making this two separate events again. Jen Ling mentioned that she did receive the same feedback from someone as well.

- C. Thaddeus McGaffey discussed Taste of Brighton event planning, mentioning that last year the PSD Board paid for some of the event promotions. The Taste of Brighton Committee is on hold and waiting to see what funds will be available from the PSD for promoting to see what portion of the Taste of Brighton budget needs to be spent on this. He also talked about utilizing radio stations and marketing means other than the local media, and how this event may be a good place to start to do that. Thaddeus McGaffey mentioned that we may want to hold a Special PSD Meeting at some point to go over alternate options and maybe invite some media players to present different packages.

He said the contract with the Chamber for event management has been worked out for \$2,500, and that the PSD funds 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 also said they are discussing doing a fashion show and will see if there is interest there.

Motion by Thaddeus McGaffey, seconded by Nick Palizzi to allocate up to \$7,500 for marketing of A Taste of Brighton contingent on the SAD being approved by City Council. Motion carried 8-0-1.

- D. Representative from Luna Tech 3D was not present, so this item was deleted from the agenda.

- E. To continue the discussion regarding businesses outside the PSD and their involvement with PSD events, Mark Binkley shared his idea about calling these organizations, "Friends of Downtown." Should we define this to a geographical area? Steve Pilon asked if we should allow these businesses to be involved in order to branch out in our area. Nick Palizzi suggested we work on cross-marketing opportunities. Mark said the PSD should put together a subcommittee to talk to Mt. Brighton and work something out with them moving forward. Mark, Thaddeus McGaffey and Matt Modrack volunteered to be on a subcommittee to talk to Mt. Brighton and the Legacy Center about what they want from the PSD.

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8. New Business
 - A. Considering the upcoming construction at the I-96/US-23 intersection, it was mentioned to utilize billboards during the 45 days the Spencer Road exit will be closed. MDOT said they would assist with some signage, and the Board discussed having “Downtown Brighton” directional signs possibly at Lee Road or Getting off I-96. The door is open for us to influence MDOT’s signage.
 - B. Nick Palizzi talked about BrightonDining.com’s billboard, and the PSD Board decided to help pay for it, and discussed adding some detour information to it. This billboard is in addition to the Shop-Dine that is currently up. The Board mentioned maybe putting detour info on that billboard as well. Thaddeus McGaffey talked about the PSD, the Chamber, the restaurant group and other parties sharing resources to combine efforts, ideally saving everyone money since these vendors would put together one package for everyone. He mentioned swapping vinyls in and out on the billboards as one example. Mark Binkley suggested the PSD goes with the current billboard and works with the restaurant group to take us through the 45 days Spencer Road exit will be closed. From there, he said we could sue the general Shop-Dine billboard with the detour information or “open during construction” message added to it. This one would move from one available location to another. It would start in September or October and run through 4th quarter. Nick Palizzi asked if putting the detour/construction information on these billboards is warning people too much and sending them away. A discussion about this is postponed until next meeting. A Special PSD Meeting has been scheduled for Tuesday, June 10 at 8:00 a.m. to discuss this further.
 - C. Status of banners/poles – Lauri French talked about the banner for A Taste of Brighton, mentioning that Matt Modrack asked W4 Signs to cut more slits in the banners to hopefully help with the “wind tunnel” Main Street can be. She said that DPS is looking into the cables to see if they will be OK, and that the Taste of Brighton banner should be up soon, once the design is fixed to change the sponsor and dates.
9. Liaison Reports:
 - A. City Council (Shanda Willis) – Absent- no report.
 - B. Chamber of Commerce (Sophia Freni) – Sophia Freni mentioned that the Chamber is looking at other billboard locations and that she had contacted CBS Outdoor for information. She also talked about the Art Fest’s hours being until 8:00 p.m. both days this year.
 - C. DDA (Lauri French & Matt Modrack)

Matt Modrack said that Jen Ling sent out a survey to the merchants asking them if they were open on Memorial Day, and how they did if so. He recommended that this topic be discussed at future merchant meetings.

 1. Parking Strategy Subcommittee recommendations - City of Brighton Intern Adam Kokenakes showed a parking map of the plan to change many of the parking lots from all day to a 2 hour limit. There will be recommendations coming from the Parking Strategy committee and at least one public meeting about the changes to get input from merchants and customers.
10. Board Member Updates – None

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11. Staff Updates

Lauri French said that the next Mill Pond Harvesting will take place in mid-July, and it should be looking better by the time Brighton's Fine Art & Acoustic Music Festival is here. Also, we should keep in mind reserving our space for the next Michigan International Women's Show for next year (October 1, 2014 is the deadline for deposit and application).

A. Discuss potential update to Tactical Marketing Plan - Deferred until the next meeting.

12. Call to the Public was made at 9:47 a.m. James Starnes with 2 Brothers Coffee & Spirits said he would recommend 3-hour on-street parking instead of 2 hours. He also mentioned that it might be a better alternative to use the word "shortcut" instead of "detour" for the proposed construction signage. Hearing no further response, call to the public was closed.

13. Motion by Nick Palizzi, seconded by Thaddeus McGaffey, to adjourn the meeting at 9:50 a.m. Motion carried unanimously.

Respectfully submitted,

Jen Ling, Recording Secretary
June 13, 2014

Next regular PSD board meeting - Tuesday, July 8, 2014 -7:30 a.m.