

City of Brighton
Principal Shopping District Board Meeting Minutes
Tuesday, April 1, 2014 - 7:30 a.m. Regular Session

1. Meeting called to order by Mark Binkley at 7:34 a.m.

Those in Attendance:

Mark Binkley	Y	Lisa Nelson	Y
Nick Palizzi	Y	Thaddeus McGaffey	Y (arr. at 7:44)
Cheryl Mayday	Y	John Okoniewski	Y
Sheryl Kemmerling	Y (arr. at 7:46)	Peggi Mintz	(arr. at 7:40, left at 8:00)
Shanda Willis	N		

Staff:

Matt Modrack
Lauri French
Jen Ling

Audience: 6

Motion by Nick Palizzi, seconded by Lisa Nelson, to excuse the absence of Shanda Willis. Motion carried 5-0-4.

2. **Approval** of April 1, 2014 agenda – Mark Binkley asked to delete item 6.a., Discuss and consider allocating funds for US-23 “Shop & Dine” billboard for summer months. He wants to postpone this until the May meeting when we will know more about the PSD SAD situation. Nick Palizzi will ask the restaurant group if they would be willing to chip in \$500 each. Mark also requested to move item 7.a., 2014 International Women’s Show event update, up to 6. aa. & to add an update from Nick Palizzi about the Ladies Night Out mobile website to 7.b.

Motion by John Okoniewski, seconded by Nick Palizzi, to approve the April 1, 2014 agenda as amended. Motion carried 6-0-3

3. **Approval** of March 4, 2014 Regular Meeting Minutes

Motion by: Thaddeus McGaffey

Seconded by: Peggi Mintz

Motion carried 6-0-3, with 1 absence and 2 abstentions (Nick Palizzi and Peggi Mintz)

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

Motion by: John Okoniewski

Seconded by: Peggi Mintz

Motion carried 7-0-2

5. Call to the Public

James Banish of the Legacy Center spoke about wanting to partner with the PSD and left some information about advertising opportunities, along with their newsletter and coupons.

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6. Old Business

- aa. Alex Cabildo discussed the open booth design for the PSD booth at the Women's Show, and described it as a place for the ladies to stop and relax. There will be giant photos of the City as a backdrop. These could cost \$1,300-1,500, but he is looking into different alternatives for something similar, ideally that will be reusable. Barb Binkley added that we will have a City of Brighton lamppost, bench and a fountain to add to the scheme. A cooking demonstration area and fashion show stage have been booked for PSD use as well. The Committee is still looking for merchants to participate in both of these areas. Lauri French will print some Ladies Night Out brochures to put on the seats for the fashion show. Currently, 2 restaurants are signed up for the cooking area. The Committee would like to get more, and have 2 per session. She said if they cannot fill these cooking spots, Mt. Brighton would like to take one. They are sponsoring reusable bags the Committee plans to give out at the Show for \$1,000 in return for their logo going on the bags. Barb also plans to meet with the Legacy Center about sponsorship. Cathy Dedakis mentioned that they are still looking for businesses to participate in the fashion show. Alex, Barb & Cathy plan to walk around the PSD tomorrow and discuss this with the merchants.

The Board discussed the "slippery slope" with having businesses outside the PSD getting involved with PSD events. Matt Modrack talked about the SWOT analysis of how some of these outside businesses can provide opportunities for the PSD, such as Mt. Brighton, The Legacy Center and Lake Trust Credit Union. It was brought up that it may be in good practice to go to the PSD first, then the DDA, then outside if necessary. Matt suggested letting the Committee continue with their efforts and to step outside the PSD if they need to in order to get the work done. Thaddeus McGaffey suggested that we discuss this issue soon and have it decided once and for all. Mark Binkley mentioned that the PSD doesn't have everything, and as long as whatever we are doing is offered to the PSD first, if we are not getting what we need, why not give the Committee leeway to go outside the PSD. The Board agreed that the Women's Show Committee can go outside the PSD as long as that business is a sponsor.

Motion by Thaddeus McGaffey, supported by John Okoniewski, to direct the Womens Show Committee to communicate to sponsors located outside the PSD that they can be an outside sponsor with a logo on the handout bags and may put material such as coupons inside the bag for the Womens Show. Motion carried 7-0-2.

George Moses offered to kick in \$500 toward Women's Show expenses that will go toward the bags the Committee would like to give out at the Show. Lauri French requested that any sponsor checks be made out to the City of Brighton and sent to her attention at the City.

Motion by Nick Palizzi, seconded by Lisa Nelson, to allocate up to \$1,500 for additional Women's Show costs. The motion carried 8-0-1.

- a. Deleted
- b. Consider approval of reimbursement in the amount of \$99.05 to Eight Ten Designs for website hosting (\$83.88 for two years) and domain name renewal for one year (\$15.17)

Motion by Lisa Nelson, seconded by John Okoniewski, to reimburse Eight Ten Designs for the Taste of Brighton website hosting and domain name renewal costs. Motion carried 7-0-2, with 1 absence and Nick Palizzi abstaining.

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7. a. Moved up to 6. aa.
- b. Jen Ling is working on collecting information from the merchants, and is developing marketing materials for Ladies Night Out. Posters and Save the Dates have been distributed. She is reaching out to hotels to again see if some will offer discounts, as they have in the past; she is hoping to find one with a shuttle. Jen is also securing some light entertainment to have on the street as in the past. She asked the Board if they would want to allocate funds to have the Lamplighters perform, and the Board said they would rather not spend the money on it for this coming event. She will proceed with marketing as usual. The Board decided to allocate the same amount as last time to run a commercial for the event on WHMI. Jen offered to write a script.

Nick Palizzi talked about the mobile website for Ladies Night Out provided by Mobile Hippo. The cost is \$500 for everything for the first year, including development of the desktop site and the mobile website as well as hosting. There was discussion about whether we want/need a dedicated website for LNO and the consensus was that we do. The domain name would be ours. Future hosting costs would be approximately \$80 a year and the domain name renewal would cost us about \$8-13 a year.

Motion by Thaddeus McGaffey, seconded by Sheryl Kemmerling, to have Mobile Hippo develop the mobile and desktop websites for Ladies Night Out for \$500. The motion carried 7-0-2.

- c. PSD SAD subcommittee update - Matt Modrack mentioned that the PSD SAD will be discussed at the City Council meeting on April 3. A letter recently went out asking people to speak at the Call to Public at the meeting about their thoughts about the SAD. He said it is good to have some representation of those in favor of it. There will also be a discussion about a proposed garbage millage that will be presented at the Council meeting, and hopes this info will be presented so everyone knows about it before the SAD decision. Mark Binkley stated that he wants City Council to know the reasons for the necessity of the SAD and let them move forward from there.
 - d. 2014 Taste of Brighton event planning - The first planning meeting of the season took place last Wednesday, March 26. The plan is to redo much of the event the same as last year, with some fine-tuning. The Committee is offering a 10% discount for those merchants who sign up and get their payment in before May 1.
 - Lauri French advised that the contract with 2 Stones Events for the Taste of Brighton is the same amount as last year and she will ask Dana Foster to sign it.
 - e. PSD website update – Nick Palizzi reported that the new website is about ready to go. He requested merchants add their events to the calendar. There was discussion about whether we should we open the calendar to add destination places (i.e., Mt. Brighton). PSD merchants have the opportunity to create their own calendar and add to ours, but if an outside destination place wants to add stuff to our calendar, it will go through Lauri French.
 - f. Item deferred until May meeting
8. Liaison Reports:
- a. City Council (Shanda Willis-absent) – Lauri French will send the April 3 City Council meeting agenda to all the PSD Board members.

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b. Chamber of Commerce (Sophia Freni) – Sophia will discuss the Taste of Brighton contract with the Chamber with Pam once Pam gets back from Colorado.

c. DDA (Matt Modrack) – No report

9. Board Member Updates – None

10. Staff Updates

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

11. Call to the Public – No response. Call to the public was closed at 9:43 a.m.

12. Motion by Nick Palizzi, seconded by Sheryl Kemmerling, to adjourn the meeting at 9:43 a.m. Motion carried 8-0-1.

Respectfully submitted,

Jen Ling, Recording Secretary
April 10, 2014

Next regular PSD board meeting – Tuesday, May 6, 2014 – 7:30 a.m.