

City of Brighton
Principal Shopping District Board Meeting Minutes
Wednesday, August 7, 2013 – 7:30 a.m.
Regular Session

Meeting called to order by Mark Binkley at 7:35 a.m.

Those in Attendance:

Mark Binkley Y (left at 8:55)	Lisa Nelson N
Claudia Roblee Y	Nick Palizzi N
Cheryl Mayday Y	John Okoniewski Y (left at 9:10)
Sheryl Kemmerling Y	Peggi Mintz Y
Thaddeus McGaffey Y	

Motion by Thaddeus McGaffey, supported by Cheryl Mayday, to excuse Nick Palizzi and Lisa Nelson. Motion passed 7-0-2.

Staff:

Matt Modrack (left at 8:55)
Lauri French
Jen Ling

Audience:

1

Approval of the August 7, 2013 Agenda as amended

8c will be deleted

8f banner install protocol added

Motion by: Peggi Mintz

Seconded by: John Okoniewski

Motion passed 7-0-2

Approval of the July 9, 2013 Meeting Minutes

Could not vote as there were not enough people that attended the July 9 meeting

Motion by:

Seconded by:

Motion

Approval of the June (FY 12-13 updated) and July 2013 (FY 13-14) Financial Reports

Lauri French reviewed the PSD fund financial reports for June and July. Thaddeus McGaffey gave a financial report on Taste of Brighton. There should be approximately \$5,000 left over to be earmarked for next year. Matt Modrack will find out if the monies can stay in city funds.

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Motion to accept the financial reports by: Sheryl Kemmerling
Seconded by: Thaddeus McGaffey
Motion passed unanimously

Call to the Public
No response

New Business

Topic: Consider allocation of \$215 in additional funds for the WHMI Taste of Brighton Ad Campaign (approved \$3,360 at June 4 meeting, invoice totals \$3,575)

Discussion: Thaddeus McGaffey suggested that Taste of Brighton pick up the additional monies involved.

Motion: No vote
Motion by:
Seconded by:
Motion

Topic: Consider placement of an ad in the Press and Argus in support of the August 29 “Bulldog Nation” event

Discussion: Bulldog Nation is a thank you to community for supporting the bond issue.

Motion: No vote
Motion by:
Seconded by:
Motion

Old Business

Topic: “Taste of Brighton & Summerfest Sidewalk Shopping” post-event feedback (Thaddeus McGaffey)

Discussion: Thaddeus McGaffey presented several reports showing zip codes from contest entries as well as mobile app view and after event survey responses. Great crowds, majority of survey respondents said sales numbers were up compared to last year. Restaurants said it was hugely successful. There was good response from around the table.

Motion: None
Motion by:
Seconded by:
Motion

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Topic: Results of Staff investigation into security costs for pavilion/Imagination Station
(Matt Modrack)

Discussion: Matt Modrack reported that there is sufficient concern for the cost for private security. Matt reported that he is working with city manager on issue. The city manager is working with the police dept. to hire someone to be there at certain hours. Sheryl Kemmerling reported that beginning of summer is usually the worst for problems. Problem usually slows down in late summer.

Matt Modrack reported that one of three things will happen in the Mill Pond around this problem between city manager's work on this and the option to look at hiring private security.

Motion: None
Motion by:
Seconded by:
Motion

Topic: Discuss findings for directional signs at Tridge for businesses on Grand River
(Matt Modrack)
Item deleted from agenda

Topic: Consider participation to market Powerade Soccer Tournament in August:

- 1 Signs at soccer fields to direct participants to downtown Brighton
- 2 Main Street banner (or smaller banner(s) for Mill Pond and BECC field fence)
- 3 Program ad in exchange for stuffing team bags with PSD brochures

Discussion: Buy 1/3 page ad for 1,000 stuffers for team bags for \$250.00.

Motion: Buy 1/3 page ad (Bronze level) for 1,000 stuffers for team bags for \$250.00.

Motion by: John Okoniewski
Seconded by: Peggy Mintz
Motion passed 7-0-2

Topic: Review generic banner design and consider allocation of funds not to exceed \$900 for a Main Street banner to be used between events

Discussion: Matt went over schedule for banners and it was determined that we will not need one before January.

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Topic: Banner installation protocol (Matt Modrack)

Discussion: It is possible that DPS will become the banner installers. They can do it at night with less disruption. DPS took care of the Brighton Art Fest Banners. Matt Modrack is working with city manager on this.

Liaison Reports

- a. City Council (Claudia Roblee) - Council approved two submittals of formal grant closeouts, discussed ballot language for a Headlee Millage override, approved Mayor's DDA board appointment (Ashley Israel), approved accepting two donated sculptures and approved a redevelopment liquor license for Kathleen's Cookies.
- b. Chamber of Commerce - Sophia Freni gave a report. Art Fest was good. There were 88 artist booths this year compared to 57 last year. Artists were complimentary about the City and the people. Thaddeus McGaffey suggested that opportunity exists for sharing ad contracts. Jazz fest hours were given. Mark Binkley suggested moving up Art Fest to noon so streets aren't closed with no one down here.
- c. DDA (Lauri French) - Opening for resident board member. Sculpture garden landscape project should be starting anytime. Matt Modrack is working on the CSX West parking lot to provide additional spaces.
- d. Millpond Design Plan Subcommittee (Claudia Roblee) - The DDA should be receiving report from PEA in September.

Board Member Updates

Claudia Roblee reported that the Brighton Paint Out was a success with 25 artists participating and almost 1300 votes cast for the winner. It was a successful collaboration between the Brighton Arts and Culture Commission, the Brighton Art Guild and the Chamber.

Staff Updates - None

Call to the Public – No response

Adjournment at 9:15 a.m.

Motion by: Peggi Mintz

Seconded by: Sheryl Kemmerling

Motion passed 5-0-4

Next PSD board meeting – **Tuesday, September 3, 2013 – 7:30 a.m.**

Respectfully submitted,

Claudia Roblee, Secretary