

City of Brighton
Principal Shopping District Board Meeting Minutes
Tuesday, January 14, 2014 – 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 N
Nick Palizzi Y	Thaddeus McGaffey Y (arr. at 7:40)
Cheryl Mayday Y	John Okoniewski Y
Sheryl Kemmerling Y	Peggi Mintz Y

Staff:

Matt Modrack
Lauri French

Audience:

2

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

2. **Approval** of January 13, 2014 Agenda as amended to add item 7.b., 2014 Banner Calendar and to delete item 7.a., WYCD "Nashville in the Neighborhood"

Motion by: John Okoniewski
Seconded by: Nick Palizzi
Motion approved 6-0-3

3. **Approval** of November 6, 2013 Regular Meeting Minutes

Motion by: Thaddeus McGaffey
Seconded by: Nick Palizzi
Motion approved 5-0-4, with two absences and two abstentions

4. **Approval** of December 3, 2013 Regular Meeting Minutes

Motion by: Sheryl Kemmerling
Seconded by: Cheryl Mayday
Motion approved 4-0-5 (approved by a majority of those present at the 12/3/13 meeting)

5. **Approval** of December, 2013 PSD Financial Reports – Lauri French reviewed the December PSD financial report and the Taste of Brighton financial report. She reported that all outstanding Taste of Brighton sponsorship fees have been paid and there is \$3,631 left over after subtracting expenses.

Motion by: Peggi Mintz
Seconded by: Nick Palizzi
Motion approved 7-0-2

Principal Shopping District Board Meeting Minutes
January 13, 2014

6. Call to the Public – Matt Modrack introduced the intern working in Community Development, Planning & Zoning, Adam Kokenakes. Closed call to the public at 7:45 a.m.
7. New Business
 - a. WYCD “Nashville in the Neighborhood” program (Todd Warner) - deleted
 - b. 2014 Banner Calendar – the board discussed whether to move up installation of the Valentine’s Day calendar from 1/27 to sometime this week and directed staff to find out if DPS can fit this in their schedule. Lauri French noted that she will send the banner calendar to DPS after making that change. There was also discussion about whether a second generic banner should be purchased to put up in between the other banners. Mark Binkley suggested there may be a cross-marketing opportunity with Mt. Brighton. The generic banner discussion will be put on the February agenda for further discussion.
8. Old Business
 - a. PSD website update (Nick Palizzi) – Nick Palizzi reviewed the new PSD website. They have made a few changes to make it easier to update business information and logos. He asked anyone who has pictures with people in them in downtown to send them to him to use on the website front page. He is also looking for historical pictures of Brighton.
 - b. Discuss PSD SAD timeline – The board discussed the need for the SAD and if the board wants to proceed with it, a few people should be assigned to a subcommittee. Mark Binkley, Cheryl Mayday and Thaddeus McGaffey volunteered to be on the subcommittee. Mark will get in touch with them to set up a meeting soon.
 - c. Approve ad design for 2014 Livingston County Visitors Guide (Jen Ling) – Jen reviewed the two ad designs that she put together. The board asked for a few edits which Jen will take care of. Thaddeus McGaffey knows one of the ladies in the photo, so he will speak to her to get permission to use the photo in the ad. They will get the release forms from Alex Cabildo.
 - d. Elect a new PSD secretary – No one expressed an interest in becoming secretary. The board decided to table the discussion until the February meeting.
9. Liaison Reports:
 - a. City Council – Shanda Willis has joined the City Council and is the PSD liaison.
 - b. Chamber of Commerce – No report.
 - c. DDA (Matt Modrack) - Matt Modrack reported that the DDA meeting is next week and there is lots going on.
 - d. Millpond Design Plan Subcommittee – Matt Modrack reported that the plan has been approved by City Council. At the next DDA meeting, Matt plans to ask them to “ponder hard” about the next big things we have coming up.
10. Board Member Updates – Peggi Mintz announced that United Bank & Trust has merged with Old National Bank. Changes will be made over the next six months. They have more money to put into the community, they have more lending to give, and it will make the Brighton office stronger.

Principal Shopping District Board Meeting Minutes
January 13, 2014

Peggi also mentioned that she will miss the next meeting as she will be in the British Virgin Islands. Nick Palizzi mentioned he will be out for the March meeting to take care of Lindsay who will be having surgery soon.

11. Staff Updates

a. MDOT Open House for the I-96/U.S. 23 project – January 14, 2014 – Matt Modrack noted that the meeting is today and that this project is a huge deal. Dana Foster has been trying to persuade MDOT to make an adjustment to their plans and is trying to get them to keep the Spencer Rd. bridge open. He is working hard to make sure we are well represented.

Mark Binkley mentioned that the PSD might want to consider strategies to communicate construction updates with the public (our Facebook page, new website, etc.).

Thaddeus McGaffey has Girl Scout cookies if anyone is interested.

12. Call to the Public – No response. Call to the public was closed at 9:00 a.m.

13. Adjournment at 9:00 a.m.

Motion by: Nick Palizzi
Seconded by: Peggi Mintz
Motion carried 7-0-2.

Respectfully submitted,

Lauri French, Acting Secretary (with assistance from Jen Ling, PSD Administrative Assistant)
January 16, 2014

Next regular PSD board meeting – Tuesday, February 4, 2014 – 7:30 a.m.