

City of Brighton
Principal Shopping District Board Meeting Agenda
Tuesday, February 1, 2011 – 7:30 a.m
Regular Session

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

Those in Attendance:

Mark Binkley	Y	Lisa Nelson	Y
Claudia Roblee	Y	Shawn Pipoly	Y
Nick Palizzi	Y	Arthur Des Gravise	N
Cheryl Mayday	Y	John Okoniewski	N

Motion made by Claudia Roblee to excuse Arthur Des Gravise and John Okoniewski, seconded by Nick Palizzi, passed unanimously.

Staff:

Matt Modrack
Lauri French

Audience:

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Approval of the February 1, 2011 Agenda

Motion by: Nick Palizzi

Seconded by: Shawn Pipoly

Motion passed unanimously

Approval of the January 4, 2011 Meeting Minutes

Motion by: Nick Palizzi

Seconded by: Lisa Nelson

Motion passed unanimously

Approval of the January 2011 Financial Report

Motion by: Shawn Pipoly

Seconded by: Nick Palizzi

Motion passed unanimously

Call to the Public

Susan Walters-Steinacker said that Cheryl Mayday should have abstained on the minutes of January as she was not present. Cheryl stated she did not vote on the minutes.

New Business

Old Business

Topic: Merchant advisory committee update

Merchant driven promotions (Claudia Roblee)

Discussion: Claudia reported that she and Lisa have met with two merchants and one has indicated they would like to be on the advisory committee. Claudia and Lisa will be attending a meeting tonight to speak to other merchants about the advisory committee.

Claudia suggested that if there were not enough merchants interested in being on the advisory committee that there are enough merchants on the PSD board itself to come up with Merchant driven promotions. Many people have volunteered from the Envision Brighton meeting so it is possible to get volunteers to plan and execute merchant driven promotions. Claudia and Lisa will report back at next meeting.

Motion: None

Motion by:

Seconded by:

Motion

Topic: Review final walking map and approve for publication on PSD website

Discussion: Plan is to put on website, get 20 large pieces printed by Lindhout, pass out (Lauri will email all of us so we can come and pick up a few and pass out) and put up these 20 pieces until new logo is done. Print 50 small ones by city and pay city for printing and pass these out in high traffic areas. The new logo design was looked at and discussed. Everyone liked the overall concept of the new logo but would like to see a few changes around the shopping illustrations. Also, the logo lends itself well for banners.

Motion: Move to approve another \$500.00 for logo work and banner design for Jim Williams

Motion by: Lisa Nelson

Seconded by: Shawn Pipoly

Motion passed unanimously

Topic: Marketing Subcommittee report

Outdoor Café Advertising Budget Discussion

Discussion: Restaurant group is doing a 3-month WHMI campaign starting this month. Nick reported that they would like to do a dining week (as they did last year) kickoff for the summer season. The restaurant group is planning on doing a co-op ad with the outdoor café advertising. Matt Modrack suggested that they need to lay claim to the Outdoor Café Dining title. Matt and Nick will present further ideas and budget at next months meeting.

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Motion: None

Motion by:

Seconded by:

Motion

Topic: 2011 Advertising (Mark Binkley) - Review WHMI's Spring 2011 weather sponsorship campaign

Discussion: Discussion was had about combining the restaurant campaign with the shopping campaign in terms of advertising dollars with WHMI. Nick has already signed the contract for the restaurants so that may not be feasible this time around. Mark received a quote for WHMI advertising for weather sponsorship to do a Valentines campaign and March weather spot campaign. He will present a full 2011 advertising budget at the March meeting

Motion: Approve the Valentines Weather spot campaign for \$990.00 for WHMI. Verbiage should include shop and dine.

Motion by: Lisa Nelson

Seconded by: Nick Palizzi

Motion passed unanimously

Topic: World Café Subcommittee report (Claudia Roblee)

Discussion: Claudia reported that the World Café exceeded her expectations of the event. Over 100 people showed of the 120 registered. The sub-committee is still going through the data and once the data is analyzed and a vision is established from the data, the sub-committee will determine how best to report out to the different groups the findings.

Motion: None

Motion by:

Seconded by:

Motion

Liaison Reports

City Council (Claudia Roblee) - Chamber events is up for discussion at this week's Council meeting

Chamber: (Mark Binkley) - Progressing on new Chamber events

DBMA: (Lisa Nelson) None

DDA: (Shawn Pipoly) Flower bids are done

Main Street Program Update (Claudia Roblee) - deferred to Matt Modrack to report on last Main Street meeting, as she did not attend. Matt reported that the application deadline was set back until December of this year due to internal workload of Main Street Staff in Lansing office. The select levels will be announced next February. Claudia stated that she is not too concerned with

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that because we essentially have a Main Street philosophy and program already in place. We just need to keep working it.

Board Member Updates

Cheryl Mayday reported that Kensington Valley store will be moving from the back of her building to the now vacant hair salon part of her building. Jack's Custard which is now out by Costco will be moving into the spot left vacant by Kensington Valley.

Staff Updates

(Matt Modrack)

Matt has requested that the owners of the Pound restaurant put a "coming soon" sign on their building. Bagger Dave's is very close to being finished. Matt will be attending an MEDA meeting next week. It will be interesting because the MEDC is where our grant monies have been coming from. Gov. Snyder has talked about the MEDC extensively. This department is very dynamic right now in Lansing.

Matt stated that he is very interested in the information from the Visioning session especially as it pertains to living and entertainment in downtown. He is working on those two components right now.

Call to the Public

No response

Adjournment 9:15

Motion by: Shawn Pipoly

Seconded by: Lisa Nelson

Motion passed unanimously

Respectfully submitted,

Claudia Roblee, Secretary

Next PSD board meeting – Tuesday, March 1, 2011 – 7:30 a.m.