

City of Brighton
Principal Shopping District Board Meeting Minutes
Tuesday, April 16, 2013 – 7:30 a.m.
Special Session

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

Those in Attendance:

Mark Binkley y	Lisa Nelson y
Claudia Roblee y	Peggy Mintz arrived 8:10
Nick Palizzi n	Thaddeus McGaffey arrived 7:37
Cheryl Mayday y	John Okoniewski n
Sheryl Kemmerling y	

Motion by Sheryl Kemmerling, supported by Lisa Nelson, to excuse John Okoniewski.
Motion passed 5-0-4.

Staff:

Lauri French
Jen Ling

Audience:

2

Approval of the April 16, 2013 Agenda

Motion by: Claudia Roblee
Seconded by: Cheryl Mayday
Motion passed 5-0-4.

Call to the Public

Gail Sherman thanked to Cheryl Mayday for letting her know about this meeting. She is here to find out more information about the Women's Expo.

New Business

Topic: Discuss and consider allocation of funds for Mother's Day co-op ad in May edition of the Marketeer

Discussion: PSD previously participated in a co-op ad at \$125 a page up to \$500 so merchants could pay \$99 per ad.

Motion: Co-op \$125 a page up to \$500 for Mothers Day ads in Marketeer
Motion by: Claudia Roblee
Seconded by: Thaddeus McGaffey
Motion passed unanimously

Old Business

Topic: Discuss International Women's Expo in Novi – May 2-5, 2013

Discussion:

PSD has web page in Southern Shows.com. Set up needs to be done by Wednesday, 5/1/13. Matt Modrack has volunteered to loan us a big Screen TV to use in the booth to advertise downtown. Merchants can bring items from store. 37 hours of show that have to be covered. Interior shots of stores. Priority has to be downtown.

Lauri French and Jen Ling want to know about Fashion stage, content for web page, generic coupon.

Fashion Stage will be up to merchants to decide whether to be involved.

Web page: suggestion was made to post events and brochures

Lauri reported about sign and carpet for booth.

For next year gift basket, Downtown Brighton Bag

Motion: None

Motion by:

Seconded by:

Motion

Approval of the April 2, 2013 Meeting Minutes

Motion by: Thaddeus McGaffey

Seconded by: Lisa Nelson

Motion passed 5-0-2-2 with Sheryl Kemmerling and Peggi Mintz abstaining.

Topic: Consider approval of actions which may be required for the May 2, 2013 Ladies Night Out event and the new Taste of Brighton event July 12-13, 2013.

Discussion: Ladies Night – work is on track for event.

Taste of Brighton: Presented to civic event committee. On council agenda this week for approval.

Motion: None

Motion by:

Seconded by:

Motion

Call to the Public

Concerning Novi Womens Expo: Gail Sherman asked if flyers can be on table full time from stores. What kind of pictures can be presented?

Principal Shopping District Board Special Meeting Minutes

April 16, 2013

3

Adjournment at 8:25

Motion by: Claudia Roblee

Seconded by: Peggy Mintz

Motion passed 7-0-2

Next PSD board meeting —Tuesday, May 7, 2013 7:30 a.m.

Respectfully submitted,

Claudia Roblee, Secretary