

**City of Brighton**  
**Principal Shopping District Board Meeting Minutes**  
**Tuesday, September 23, 2014 8:00 a.m. Special Session**

1. Meeting called to order by Mark Binkley at 8:01 a.m.

Those in Attendance:

Mark Binkley	Y	Lisa Nelson	Y (arr. 8:08)
Nick Palizzi	Y	Jon Innes	Y
John Okoniewski	Y	Steve Pilon	N
Sheryl Kemmerling	Y	Shawn Pipoly	N
Annette Jacoby	N		

Motion by Nick Palizzi, seconded by Sheryl Kemmerling to excuse the absences of Lisa Nelson, Steve Pilon, Annette Jacoby and Shawn Pipoly. Motion carried 5-0-4.

Staff:

Matt Modrack  
Jen Ling

Audience: 1

2. **Approval** of September 23, 2014 agenda

Motion by Nick Palizzi, seconded by John Okoniewski, to approve the September 23, 2014 agenda as presented. Motion carried 5-0-4.

3. Call to the Public was at 8:02 a.m., and was closed after hearing no response.

4. New Business

A. The Board discussed using Shine Holiday Lighting for the holiday lights downtown this season, as their price of \$26,650 came in much cheaper than Christmas Décor's price of roughly \$40,000, and their lights would be LED lights. They would also include some extras. This price would include us purchasing the lights, and we would only have to pay for them to be put up and taken down in future years. The City of Brighton has offered to contribute \$15,000 toward this expense. John Okoniewski asked what happens to the lighting we purchased from Christmas Décor, and if we can get it back or sell it to them or someone else. Nick Palizzi made the point that we are going to have to make the switch to LED at some point, as they require less in the way of resources (power, extension cords, etc.). Matt Modrack is going to get try to have Dave Blackmar with DPS here for the next PSD meeting along with Shine Holiday Lighting. Mark Binkley made it clear to Shine that they will have to coordinate with the Chamber for the Holiday Glow event. He also mentioned that he is hoping we can find a sponsor or maybe co-op with the merchants. Jon Innes mentioned that he heard Caitlin John might be interested in contributing again. We can recognize the sponsors on signage and such. The Board agreed that it makes sense to switch to Shine Holiday Lighting..

Motion by: Nick Palizzi, seconded by John Okoniewski, for the PSD to proceed with the Shine Holiday Lighting proposal for \$26,650 that includes the extras that were discussed, contingent on finding out what happens to the lighting we purchased from Christmas Décor, and researching what colors are available with Shine.

B. The Board discussed the allocation of 4<sup>th</sup> quarter marketing and promotion expenses, and talked about the following:

- **Buy Nearby:** A program started by the Michigan Retailers Association, designed to promote Michigan retail businesses and communities, and encourage shoppers to buy in stores or order online only from Michigan retailers. Mark Binkley had WHMI put together a proposal to see what the Board thought. John Okoniewski mentioned that he had mixed feelings about it...he liked the idea, but wasn't sure at this point. Sheryl Kemmerling said that she thinks we should wait on Buy Nearby until it gets a little bigger. Lisa Nelson said that we should put more into Small Business Saturday.
- **SELCRA's Tridge or Treat:** Mark Binkley reminded the Board that we allocated funds to help market this event last year. He mentioned that we have the Tridge or Treat banner that we can put up. Nick Palizzi brought up the point that we have helped fund several things like this until they get up and going, and said that once they do, we let them go. He said he thinks it's OK to not fund it if they don't need us to. Matt Modrack said that we could ask SELCRA is our money is better spent with something else with them. Sheryl Kemmerling recommended that if they ask to promote this event, we can always reconsider.

Motion by Sheryl Kemmerling, seconded by John Okoniewski, that the PSD will contribute \$500 to SELCRA for Tridge or Treat if they request it.

- **Billboards:** Mark Binkley said he would try to get Andy Korrest at the next PSD meeting so we can see what is available.
- **Pre & Post Holiday Shopping Campaigns:** George Moses with The Marketeer talked about three possibilities for promoting via their publication:
  1. Co-op ads for the merchants- he would offer 1/6-page and 1/3-page full-color ads to PSD merchants for bargain prices of \$99 and \$198 respectively. The Marketeer bills the PSD \$125 for each page full of ads with a limit of 4 pages or \$500 for each month. George said that if the PSD would consider continuing this tradition for November and December of this year, we would be glad to produce these pages again.
  2. For the spring Ladies Night Out event, the PSD purchased a full page, color ad in The Marketeer for the month before the event for \$995, and George donated the same ad for the month during the event. George said if we purchase a full page color ad for November for Ladies Night Out, he will donate the same in December's issue.
  3. In last December's The Marketeer, the PSD purchased a one page ad for \$660 to thank all who contributed to the cost of holiday lights. The ad actually ran into two pages, and George donated the second page due to PSD budget constraints. If the PSD should decide to do this again in December, 2014, and has the same budget constraints The Marketeer will offer the PSD the same deal.

Motion by John Okoniewski, seconded by Sheryl Kemmerling, to approve the PSD spending up to \$500 for November and up to \$500 for December merchant co-op ads in The Marketeer, \$995 for a full page color ad in November's issue of the Marketeer for Ladies Night Out, and \$660 for an ad in the December issue of The Marketeer thanking those who contributed to the cost of holiday lights.

Principal Shopping District Board Meeting Minutes  
September 23, 2014

- **Small Business Saturday:** The PSD Board looked into having the WHMI Box that Rocks out for Small Business Saturday. The Box That Rocks is not available that day, but they can do a 2-hour live remote for \$275. The Board also talked about WHMI commercials for Small Business Saturday, and they discussed using a third party website ([www.speedyspots.com](http://www.speedyspots.com)) to change the voice, as WHMI only has so many different voices to use, and they want to switch it up. The Board decided to have each member choose their three favorites to bring back to the next meeting and decide from there which one to use.

The cost would be \$135 total to use the voice we choose as our talent for Brighton's Holiday Glow, Ladies Night Out and Christmas shopping commercials.

- **Ladies Night Out:** Jen Ling is holding a merchants meeting this Thursday to discuss Ladies Night Out, scheduled for Thursday, December 4. The mobile and desktop websites need to be updated. Jen will contact Derrek with Mobile Hippo to have them take care of the desktop site, and Jen will update the mobile site. Mobile Hippo will probably charge about \$100 to update the desktop site. Matt Modrack would like to have a raffle or something so we can find out who is coming to this event, and from where. Nick Palizzi will ask the restaurant group if they would be willing to donate gift cards for a raffle to gather zip codes, e-mail addresses, etc.

Motion by Sheryl Kemmerling, seconded by Jon Innes, to approve up to \$100 for Mobile Hippo to update the Ladies Night Out desktop website.

5. Call to the Public was at 9:25. George Moses offered up four Detroit Tiger's tickets to anyone interested.

6. Motion by Lisa Nelson, seconded by Nick Palizzi, to adjourn the meeting at 9:27 a.m.  
Motion carried 6-0-3.

Respectfully submitted,

Jen Ling, Recording Secretary  
September 25, 2014

**Next regular PSD board meeting – Tuesday, October 7, 2014 – 7:30 a.m.**