

City of Brighton
Principal Shopping District Board Meeting Agenda
Tuesday, June 26, 2012– 7:30 a.m.
Regular Session

Meeting called to order by Mark Binkley at 7:33 a.m.

Those in Attendance:

Mark Binkley y

Claudia Roblee y

Nick Palizzi y

Cheryl Mayday y

Sheryl Kemmerling y

Lisa Nelson n

Peggy Mintz n arrived 7:55 left at 8:25

Thaddeus McGaffey arrived 7:35

John Okoniewski n

Claudia Roblee made the motion to excuse John Okoniewski. Nick Palizzi supported and motion was unanimously approved

Staff:

Matt Modrack

Lauri French

Audience:

0

Approval of the June 26, 2012 Agenda

Motion by: Nick Pallizzi

Seconded by: Claudia Roblee

Motion Passed unananimously

Approval of the June 5, 2012 Meeting Minutes

Tabled to next month due to lack of quorum for this matter

Motion by:

Seconded by:

Motion

Approval of the June 2012 Financial Report

Motion by: Nick Palizzi

Seconded by: Cheryl Mayday

Motion approved unananimously

Call to the Public

No response

New Business

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Topic: Discuss and consider approval to allocate up to \$1,816 to place flower baskets on the light poles at the calming island on Spencer Road (Matt Modrack)

Discussion: Matt Modrack discussed that area being the beginning of downtown and how bad it looks. Seeing flowers at that island and then seeing them again in downtown reinforces the downtown. Nick Palizzi stated this is a fabulous gateway.

Motion: Pay \$908 towards flowers at Spencer Road Gateway

Motion by: Nick Palizzi

Seconded by: Sheryl Kemmerling

Motion approved unanimously

Topic Discuss window clings of billboard image for “Shop. Dine”, “Shop Downtown Brighton” for Christmas and “Shop Local Saturday” (Mark Binkley)

Discussion: Mark Binkley stated that we have created brands with billboards. He received two bids for window clings. The idea would be to use these interchangeably for seasonal promotions. W4 signs came in at the lowest price. Nick Palizzi explained he was working on brochure with Michelle Miller and is going to use “Eat.Stroll.Be Scene” on brochure also. Brochures would be approx \$1000 to print. Mark suggested two brochures, one for summer and one for fall and winter. Matt encouraged the board to print brochures out ASAP for the summer. Placement? Hotels, restaurants, etc.

Motion: Spend up to \$500 for legal size brochures for summer. Matt Modrack, Lauri French and Mark Binkley would have final approval. Brochure would include restaurants and events. Nick requested an amended motion for \$650 and do not include the size.

Motion by: Thaddeus McGaffey amended motion

Seconded by: Sheryl supports amendment

Motion approved unanimously

Old Business

Topic: Discuss list of questions regarding the Tapestry information (Mark Binkley)

Discussion: Mark Binkley asked for a greater breakdown with explanation of demographics from Tapestry info such as what are they listening to and what are they reading, where are they commuting to, what are age brackets of each category, etc.? PSD needs info that would help support our advertising choices and to see if we need to change our strategy.

He asked everyone to send questions to Lauri for the August meeting.

Thaddeus explained that we should let merchants know that Nancy has this info for free to the merchants.

Motion: None

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Motion by:
Seconded by:
Motion

Topic: Banner program update (Matt Modrack)

Discussion: Banner raising ceremony is July 12 at 5:00 p.m. Matt has received good comments on what is up. The Patriotic banner will be used for July 4th and Veterans Day, also Memorial Day next year and future years. Right now Authority is with Council and PSD. Let this simmer for this year and see what happens.

Motion: None

Motion by:
Seconded by:
Motion

Topic: Sunday Kayaks & Canoes event update (Matt Modrack)

Discussion: This Saturday canoes and kayaks will be used at SELCRA event. This will give us some indication of whether doing this every Sunday would be advantageous.

Motion:
Motion by:
Seconded by:
Motion

Topic: Discuss FY 12-13 budget and 4th quarter 2012 marketing budget allocation

Discussion: Lots of discussion was had already. August meeting, when we know how much DDA will be allocating to PSD will tell us about 4th qtr. and next year.

Motion: None
Motion by:
Seconded by:
Motion

Liaison Reports

- Marketing/Promotions (Michelle Miller) - Michelle was not present at today's meeting.
- City Council (Claudia Roblee) - Bond issue was pulled back from 2 bond issues to one.
- Chamber of Commerce (Michelle Miller) - Cheryl Mayday reported that with Becca Boss leaving the Chamber the Chamber was scrambling for the events but that things were coming together.

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- DDA (Matt Modrack) - Matt reported that the DDA had entered into a partnership agreement with new owners of Virginia's site. It will be torn down probably this week.
- Millpond Design Plan Subcommittee (Claudia Roblee) - DDA approved second look at the Mill Pond Master Plan by PEA Associates.

Board Member Updates

Claudia Roblee reported that Andy Drake of See You Then had requested that she mention that he still has the \$100.00 offer up. Soon he will be charging a setup fee for the business directory and exchange as well as the fee per year. Merchants can sign up directly on the website with a credit card or he can come by and pick up a check. Sign up at: <http://brightonmiconnect.com>

Staff Updates

Lauri French: Redevelopment liquor license seminar was held last Friday at Chamber for other municipalities looking into this. Lauri, Matt Modrack and Amy Cyphert spoke at the workshop along with Tom Wightman and Greg Strouse. A lot of good feedback was received from other municipalities about our downtown.

Matt Modrack: Our downtown looks like there is a festival every weekend.

Call to the Public

None

Adjournment

Motion by: Nick Palizzi

Seconded by: Thaddeus McGaffney

Motion approved unanimously

Next PSD board meeting — Wednesday, August 8, 2012, 7:30 a.m. (changed from Tuesday, 8/7/12, due to the primary election)