

**City of Brighton**  
**Principal Shopping District Board Meeting Minutes**  
**Tuesday, January 8, 2013 – 7:30 a.m.**  
**Regular Session**

Meeting called to order by Mark Binkley at 7:35 a.m.

**Those in Attendance:**

Mark Binkley Y	Lisa Nelson N
Claudia Roblee N	Peggy Mintz N
Nick Palizzi Y	Thaddeus McGaffey Y
Cheryl Mayday arr. 7:42, left 9:35	John Okoniewski Y
Sheryl Kemmerling Y	

**Staff:**

Matt Modrack  
Lauri French

Motion by Sheryl Kemmerling, seconded by Thaddeus McGaffey, to excuse Lisa Nelson and Peggi Mintz from today's meeting. Motion passed 5-0-4.

**Audience: 1**

Approval of the January 8, 2013 Agenda as amended to add "Banner Request – Brighton High School spring musical" under item 6.c.

Motion by: Nick Palizzi

Seconded by: John Okoniewski

Motion passed 5-0-4

Approval of the December 4, 2012 Meeting Minutes

Motion by: Nick Palizzi

Seconded by: Thaddeus McGaffey

Motion passed 5-0-4 with John Okoniewski abstaining and three absences

Approval of the December 2012 Financial Report

Motion by: Thaddeus McGaffey

Seconded by: Sheryl Kemmerling

Motion passed 5-0-4

**Call to the Public**

No response

**Old Business**

**Topic:** a. Continue discussion of 2013 events and possible S.A.D.

Discussion: Mark Binkley reviewed 2012 Valentine's Day marketing which included ads on WHMI and in the Marketeer. He will speak to Mindy Tessmar at WHMI about an ad campaign and bring the information back to the board at the February meeting. He noted that George Moses has a proposal in today's handout for four pages of glossy co-op ads in the February edition. The board also discussed a new Valentine's Day banner and putting an ad in the 2013 Livingston County Visitors Guide. Nick Palizzi outlined the plans for this year's Polar Plunge which includes a Shop/Pub Crawl 2/21-2/24, the actual Polar Plunge on 2/23, a Casino Night at Downtown Main in the evening on Saturday, 2/23 (put on by the K of C with all proceeds to Special Olympics) and a Fashion Show at Downtown Main on Sunday, 2/24.

Motion: Allocate \$1,000 for 4 pages of co-op ads in the glossy Valentine's Day section of the February Marketeer.

Motion by: Nick Palizzi

Seconded by: Cheryl Mayday

Motion carried 6-0-3

Motion: Allocate up to \$1,000 for a Valentine's Day Main St. banner, including installation and take-down, with the initial sketch to be done by Nick Palizzi and Mark Binkley with approval by Matt Modrack and Lauri French, with final artwork to be done by W4 Signs.

Motion by: Thaddeus McGaffey

Seconded by: Sheryl Kemmerling

Motion carried 6-0-3

Motion: Allocate up to \$1,000 for a reusable, generic Polar Plunge Main St. banner, including installation and take-down, to be designed by Nick Palizzi, with final artwork to be done by W4 Signs.

Motion by: Thaddeus McGaffey

Seconded by: John Okoniewski

Motion carried 6-0-3

Discussion: Discussed the possibility of placing an ad in the 2013 Livingston County Visitors Guide (published by Harbor House for the Livingston County Visitors Bureau) and/or the Press & Argus Livingston County Guide.

Motion: Allocate \$995 to place a one-half page ad with the PSD walking map in the 2013 Livingston County Visitors Bureau (published by Harbor House).

Motion by: Cheryl Mayday

Seconded by: Nick Palizzi

Motion carried 6-0-3

Discussion: Remaining events in FY 12-13 were discussed. Spring Ladies Night date is Thursday, May 2. Discussed a separate banner for spring Ladies Night to tie into

Mother's Day. Mark Binkley will also discuss WHMI co-op ad campaign and pricing for Marketeer co-op ads and bring this information back to the board at the February meeting.

Motion: Allocate up to \$1,000 for a Spring Ladies Night banner, including installation and take-down, to be designed by Nick Palizzi with final artwork to be done by W4 Signs.

Motion by: Thaddeus McGaffey

Seconded by: Sheryl Kemmerling

Motion carried 6-0-3

**Topic:** b. Discuss 2013 brochure printing and distribution options

Discussion: Discussed distribution proposals and how many brochures to print. Nick Palizzi noted that some changes will have to be made to the walking map and that we don't have all the dates yet for the events. He suggested printing 2,500 generic brochures for local distribution with a larger printing once we have all the details. This item will be discussed again at the February meeting.

Motion: None

**Topic:** c. Policy guidelines for Main Street banner

Discussion: Board members discussed whether to allow banners for other than PSD-sanctioned events or approved civic events. The consensus of the group was that the banner poles should only be used for events that directly benefit the merchants and that we could potentially be flooded with requests if we change the existing policy. Staff was directed to advise the two parties who inquired about whether they could put up a banner that the board did not approve a change in the banner policy which limits banners to downtown and/or merchant events and to also offer to publicize their events on our Facebook page.

Motion: None

### **New Business**

#### **Liaison Reports**

- Marketing/Promotions (Jen Ling)
  - 1 12/6/12 Ladies Night – Jen Ling reported that this was the best Ladies Night ever. She stated that she had not received a lot of feedback about the 12/21/12 Extended Hours night. She has only received two punch cards back from that promotion and the board directed Jen to award the

gift basket with items donated from merchants to the person who had the most punches on their card.

- City Council (Claudia Roblee) – In Claudia Roblee’s absence, Matt Modrack asked Lauri French to give the board an update on the Stonefire liquor license issue.
- Chamber of Commerce – Jen Ling noted that Governor Snyder will be speaking at the 1/17/13 Chamber luncheon and there are still tickets available. She also reported the State of the Chamber meeting will be 2/28/13. Matt Modrack stated that Pam McConeghy has reached out to the new owners of Mt. Brighton for potential cross-marketing opportunities with the city.
- DDA (Matt Modrack) – Next meeting is 1/15/13. Two façade projects have been completed and he has other projects in the works.
- Millpond Design Plan Subcommittee (Claudia Roblee) – No report

### **Board Member Updates**

Thaddeus McGaffey reminded everyone that it’s Girl Scout Cookie sales time.

### **Staff Updates**

**Topic:** a. Brighton Veterans Memorial Committee (BVMC) request

Discussion: Lauri French noted that she received a request from Ricci Bandkau, who is a member of the BVMC, asking if the PSD would send a note to the merchants on their email distribution list to find out if they would be willing to put BVMC “Buy a Brick” applications in their stores. The merchants would respond directly back to Ricci if they want applications. Staff was directed to send the note to the merchants.

Call to the Public

No Response

Adjournment

Motion by: Nick Palizzi

Seconded by: Thaddeus McGaffey

Motion passed 5-0-4

Respectfully submitted,

Claudia Roblee, Secretary

**Next PSD board meeting — Tuesday, February 5, 2013 - 7:30 a.m.**