



Downtown Brighton

City of Brighton Principal Shopping District

200 North First Street • Council Chambers • Brighton, Michigan 48116 • (810) 227-1911

Regular Meeting November 1, 2016 – 7:30 A.M.

AGENDA

1. Call to Order/Roll Call
2. Approval of November 1, 2016 Agenda
3. Approval of July 6, 2016 and October 4, 2016 Meeting Minutes
4. Approval of September-October 2016 Financial Report
5. Call to the Public
6. Presentation: POW! Strategies
7. New Business
 - a. 150th Anniversary Committee
 - b. Speedy Spots
 - c. Downtown Brighton Facebook Page
 - d. Banner Calendar and Application
 - e. Harbor House – Livingston County Visitors Guide
8. Old Business
 - a. Ladies Night Out
 - b. Winter Sale
 - c. Holiday Lights Sponsor Update
9. Liaison Reports:
 - a. City Council
 - b. Chamber of Commerce
 - c. DDA
10. Board Member Update
11. Staff Updates
12. Call to the Public
13. Adjournment

Next meeting is scheduled for Tuesday, December 6, 2016 at 7:30 A.M.

**City of Brighton
Principal Shopping District Board Meeting Minutes
July 6, 2016 7:30 a.m. Regular Session**

1. Meeting called to order by Shawn Pipoly at 7:36 a.m.

Those in Attendance:

Mark Binkley	N	Lisa Nelson	N
Nick Palizzi	Y	Jon Innes	N
John Okoniewski	Y	Steve Pilon	N
Sheryl Kemmerling	Y	Shawn Pipoly	Y
Annette Jacoby	Y		

Motion by Nick Palizzi, seconded by John Okeniewski, to excuse the absences of Mark Binkley, Lisa Nelson, Jon Innes and Steve Pilon. The motion carried 5-0-4

Staff:

Michelle Miller, Jen Ling, Matt Modrack

Audience: 4

2. **Approval** of July 6, 2016 Agenda

Motion by John Okeniewski, seconded by Sheryl Kemmerling, to approve the July 6, 2016 agenda. The motion carried 5-0-4.

3. **Approval** of June 7, 2016 Regular Meeting Minutes

Motion by John Okeniewski, seconded by Nick Palizzi, to approve the June 7, 2016 Regular Meeting Minutes. The motion carried 5-0-4.

4. **Approval** of June 2016 PSD Financial Report

Motion by Nick Palizzi, seconded by Annette Jacoby, to approve the June 2016 PSD Financial Report. The motion carried 5-0-4.

5. Call to the Public was at 7:41. Jimmy Banish with The Legacy Center spoke and talked about their Annual Snapshot of demographics and impact of their events since their fieldhouse has been open. Jimmy talked about downtown Brighton's presence at the center, as Matt Modrack was inquiring. He also mentioned that they are building 6-12 baseball/softball fields and adding volleyball areas as well. Next fall they will break ground on a medical wellness facility. Shawn Pipoly brought up their Powerade Tournament, and if the PSD wants to get involved with a sponsorship, they need to decide now. Jimmy will be added to next month's agenda and will discuss further then. Maybe the PSD can create a brochure with children's activities or downtown restaurants/bars or other items that would be of interest the attendees at The Legacy Center.

6. New Business

A. Alzheimer's Association Presentation- Maggie Gibbons with the Alzheimer's Association spoke and gave an overview of their organization and talked about the annual walk they are planning in downtown Brighton the morning of October 1. They changed the date this year to a Saturday instead of a Sunday, as they would like to see their attendees stop into downtown shops and restaurants, and many of them are not open on Sunday. Maggie mentioned that about 60% of their attendees are from Livingston County. Main Street will be closed this year for their event, as they have outgrown the sidewalk. They want to get the PSD's input on how to bring the walk and the merchants together for biggest impact for the merchants. Last year they had 620 walkers and this year they expect 750+. Their goal is to eventually to have smaller events in downtown leading up to the walk and to make it similar to the Pink Party in Howell by making the town purple with thousands of attendees. They talked about having bounce houses, entertainers, etc. in the street before and after the event. They would like to see the PSD get involved by having the merchants put up posters and possibly with a Main Street banner.

Motion by Nick Palizzi, seconded by Sheryl Kemmerling, for the PSD to purchase and put up a banner for the Alzheimer's Association Brighton Walk with the caveat the PSD Board discuss the timing when they have more Board members present.

7. Old Business

A. A Taste of Brighton Update- Jen Ling and Nick Palizzi gave an update about A Taste of Brighton. They talked about marketing efforts, street layout and a few other items. Event planning is moving forward and everything is looking good.

B. POW! Marketing Strategies Update- Michelle Miller gave a handout about what Cristina is doing in Dearborn. Also- Cristina met with some of the downtown merchants to discuss one-on-one and in groups their thoughts and ideas. Some of those merchants are Claudia Roblee (ArtVentures), Elena Borg (Brighton Bar & Grille), Denne Drewno (Tribute Salon), Lisa Nelson (Hush Intimate Apparel), Nick Palizzi (Downtown Main Martini Bar & Grille), Mark Binkley (Cooper & Binkley Jewelers and Bink & Bab's Boutique) and Keith Karp (Oh My Lolli!). If any other merchants are interested in meeting with her, she will be in town next Tuesday. She also plans to connect with residents who do not have businesses downtown. Cristina will be presenting at either the August or September PSD meeting.

8. Liaison Reports

A. City Council (Shawn Pipoly) – No report.

B. Chamber of Commerce (Sophia Freni) – Sophia mentioned she has some data to share that the Chamber has been collecting from event attendees at the last six events. She will send to Michelle Miller. She also talked about Brighton After Dark- a component of the Brighton

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July 6, 2016

Fine Art & Acoustic Music Festival on Saturday, August 6 in the Hyne Street parking lot from 8-11 p.m. featuring a beer/wine tent and acoustic music.

C. DDA (Michelle Miller) – With the University of Michigan Health System coming in, the DDA is dedicating lots of funds to the Challis Road corridor. They are providing a match for a grant for this project and also for a project on Grand River from the city limits to Brighton Auto Repair (formerly Corky’s Car Clinic). The DDA is also in the process of trying to acquire a property in the downtown area to tear down and entice a developer to come in and develop.

9. Board Member Updates- None

10. Staff Updates – None

11. Call to the Public was at 8:34 a.m., and was closed after hearing no response.

12. Motion by Nick Palizzi, seconded by Annette Jacoby, to adjourn the meeting at 8:35 a.m.
The motion carried 5-0-4.

Respectfully submitted,

Jen Ling, Recording Secretary
July 29, 2016

Next regular PSD board meeting – August 9, 2016 – 7:30 a.m.

City of Brighton
Principal Shopping District Board Meeting Minutes
October 4, 2016 7:30 a.m. Regular Session

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

Those in Attendance:

Mark Binkley	Y	Lisa Nelson	Y
Nick Palizzi	Y	Jon Innes	Y
John Okoniewski	N	Steve Pilon	Y
Sheryl Kemmerling	Y	Shawn Pipoly	Y
Annette Jacoby	N		

Motion by Nick Palizzi, seconded by Lisa Nelson, to excuse the absences of John Okoniewski and Annette Jacoby. The motion carried 7-0-2.

Staff:

Jen Ling & Jessica Reed

Audience: 2

2. **Approval** of October 4, 2016 Agenda

Motion by Shawn Pipoly seconded by Lisa Nelson, to approve the October 4, 2016 agenda as amended to add Ladies Night Out to 7D and add Downtown Brighton Facebook page to 7E. The motion carried 7-0-2.

3. **Approval** of July 6, 2016 & September 13, 2016 Regular Meeting Minutes

Not able to approve July minutes, as not enough board members are present who attended the July 6, 2016 meeting.

Motion by Shawn Pipoly, seconded by Jon Innes, to approve the September 13, 2016 Regular Meeting Minutes. The motion carried 7-0-2.

4. **Approval** of September 2016 PSD Financial Report

Motion by Nick Palizzi, seconded by Steve Pilon, to approve the September 2016 PSD Financial Report. The motion carried 7-0-2.

5. Call to the Public was at 7:37, and was closed after hearing no response.

6. New Business

A. Banners-

The Pink Week banner is scheduled to go up October 11 through October 27. The PSD talked about picking up the cost of the banner date change.

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Motion by Sheryl Kemmerling, seconded by Steve Pilon, to cover the banner date change cost of \$118.

The Art Guild would like a banner to go up for their Kaleidoscope event. They are requesting it be up November 1-8. After a discussion, the Board decided to make it mandatory that those wanting a banner up for their event, will need to come and present to the Board and fill out an application that Jessica will create.

Motion by Shawn Pipoly, Seconded by Jon Innes, to approve the banner schedule through the end of the year.

B. Main Street Associate Level Resolution- Jessica Reed said the DDA is considering a resolution to renew the Michigan Main Street program at the Associate Level. Shawn Pipoly said the City stepped away from it, but he feels they should show support as a board for future grant possibilities.

Motion by Nick Palizzi, seconded by Jon Innes, to support the Michigan Main Street Associate Level Resolution.

C. Brighton 150th Anniversary- Mark Binkley brought up having a logo created for Brighton's 150th anniversary. He sees this used in conjunction with the current PSD and City logos. Eight Ten Designs (Nick Palizzi's company) created some designs and Nick discussed them. Mark Binkley proposed a three way cost split between the City, the DDA and the PSD (\$200 each) for the logo. Mark will make sure with the DDA that they are allowed to sign a contract with a PSD Board member.

Motion by Steve Pilon, seconded by Lisa Nelson, to spend \$200 for a 150th Anniversary logo.

D. Christmas Light Sponsors- The City kicked in \$5,000 this year, versus \$15,000 in previous years for the holiday lights. Nick will reach out to Jimmy Banish regarding sponsorship, and Jon Innes will talk to Brewery Becker and First National Bank. Mark Binkley will ask Corrigan Oil.

E. Tridge or Treat- The Tridge or Treat organizers would like to have the banner put up promoting the event. The PSD has sponsored this event in some capacity in the past (financial commitment numbers not available at the moment). The representative who was supposed to be here did not show up, so the Board did not have the info they needed, and did not approve the banner to be put up.

Motion by Shawn Pipoly, seconded by Jon Innes, to amend the banner schedule to remove the Tridge or Treat event.

Motion by Nick Palizzi, seconded by Jon Innes, to move the Kaleidoscope banner up a week, then Ladies Night Out, then Veteran's Day and Holiday Glow.

7. Old Business

A. WHMI- Cristina Sheppard-Decius was given information with demographics from WHMI, and she thinks the PSD should proceed with the WHMI contract right now, but

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should also consider a broader reach in the future. The Board discussed the contract and decided to ask WHMI if they would add a remote for Ladies Night Out at no charge.

Motion by Nick Palizzi, seconded by Shawn Pipoly, to approve the WHMI contract with the addition of a remote for Ladies Night Out for absolutely no charge.

B. Legacy Center- Cristina Sheppard-Decius also supported the Board moving forward with The Legacy Center sponsorship.

Motion by Jon Innes, seconded by Nick Palizzi, to provide The Legacy Center with the additional \$4,500 contingent on them allowing the PSD Board to provide input on the space.

C. POW! Strategies Update- Cristina Sheppard-Decius will be presenting at the December PSD meeting.

D. Ladies Night Out Update- Jen Ling gave an update, and provided information about upcoming event expenses to get approval. She discussed event brochures, the Ladies Night Out website, photos in the street by Portraits by Alex, Facebook advertising, signage updates and the The Livingston Lamplighters. The Board approved everything presented. Jen also mentioned The Marketeer and reminded the Board they typically purchase an ad in the publication for the event.

Motion by Nick Palizzi, seconded by Lisa Nelson, to approve spending \$1,800 for the entire advertising campaign (including Jen Ling's notes) and to buy a full page ad in The Marketeer for \$600.

E. Downtown Brighton Facebook Page- Shawn Pipoly mentioned that City Manager, Nate Geinzer, is concerned about the PSD Facebook page, as it looks like the page is being used for advertising based on what the See You Then app is posting. It was brought up that the posts feel inappropriate on a City sanctioned page. The PSD would like to get Nate Geinzer and Andy Drake to the next meeting to discuss, if possible.

Motion by Shawn Pipoly, seconded by Nick Palizzi, to table this discussion until the next meeting.

8. Liaison Reports

A. City Council (Shawn Pipoly) – Eberspaecher is having an open house today at 3:00 p.m. for their new expansion.

B. Chamber of Commerce (Sophia Freni) – Sophia gave a rundown of upcoming Chamber events, and mentioned the following: BHS Pink Week Oct. 17-25; Professional Women's Club of Michigan season kickoff Oct. 19; St. Paul Church anniversary Oct. 23 and Power Lunch with Zingerman's Founder & CEO, Ari Weinzweig Oct. 26. She also reminded the Board to give her the list of light sponsors for Holiday Glow for the sign on the CoBACH building.

C. DDA -Shawn said most of the DDA funds are dedicated to City issues. He also mentioned the memorial service for Matt Modrack and commented that it was excellent and said that Matt would've been happy.

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9. Board Member Updates- None

10. Staff Updates – Rental Inspector, Mike Caruso, is now with the City full time. Also, Jen Ling mentioned that the Downtown Brighton Alzheimer’s Walk drew over 600 Brighton residents, and they raised approximately \$90,000.

11. Call to the Public was at 9:28 a.m. George Moses spoke and said he wants to do something significant for the 150th anniversary. The Marketeer will be celebrating its 42nd year next year as well, and he would like to work with other entities to help celebrate.

12. Motion by Shawn Pipoly, seconded by Steve Pilon, to adjourn the meeting at 9:30 a.m. The motion carried 7-0-2.

Respectfully submitted,

Jen Ling, Recording Secretary
October 27, 2016

Next regular PSD board meeting –Tuesday, November 1, 2016 – 7:30 a.m.

**PRINCIPAL SHOPPING DISTRICT
FY 16-17 FINANCIAL REPORT
September-October 2016**

Revenues:				
Appropriation from DDA Fund			\$ -	
Proceeds from Special Assessment			\$ 69,186.63	
Interest			\$ 372.68	Includes PSD SAD interest
Merchant/Sponsor Reimbursements				
City of Brighton Appropriation			\$ 5,000.00	Holiday Lights
Holiday Lights Sponsors Received				
2016 Taste of Brighton Booth Fees			\$ 22,229.00	
Subtotal FY 16-17 Revenue			\$ 96,788.31	
Plus FY 16-17 Beginning Fund Balance (Not Audited)			\$ 6,708.72	
Total FY 16-17 Revenue			\$ 103,497.03	
YTD FY 16-17 Expenses			\$ 66,581.41	
July Expenses			\$ 14,425.00	
August Expenses			\$ 7,997.80	
September - October Expenses				
W4			\$ 808.00	Banners: Pink Week and Alzheimers Walk
WHMI			\$ 1,000.00	Holiday Glow
Shine			\$ 11,495.00	Holiday Lights Deposit
Adams Billboard			\$ 1,837.50	Holiday Shopping
WHMI			\$ 7,425.00	Holiday Shopping
WHMI			\$ 1,045.00	Ladies Night
POW! Strategies			\$ 4,500.00	Marketing Study Progress Payment
Legacy Center			\$ 10,000.00	Sponsorship
Science Fun Stations			\$ 1,200.00	Taste of Brighton
Kensington Valley			\$ 1,106.09	Taste of Brighton
W4			\$ 290.00	Taste of Brighton
Classic Tent			\$ 884.15	Taste of Brighton
UPS			\$ 153.70	Taste of Brighton
Greater Brighton Area Chamber of Commerce			\$ 122.67	Taste of Brighton
Big PDQ			\$ 2,291.50	Taste of Brighton
Total September Expenses			\$ 44,158.61	
YTD Expenses			\$ 66,581.41	
FY 16-17 Ending Fund Balance			\$ 36,915.62	
Outstanding Taste of Brighton Invoices			\$ 3,905.00	
Marketeer			\$ 995.00	Ladies Night
Adams Outdoor Billboard			\$ 3,456.25	
Shine Holiday Lights			\$ 12,290.00	
Total Outstanding Invoices/Earmarked Funds			\$ 20,646.25	
Available PSD Funds			\$ 16,269.37	

Speedy Spots Breakdown

Holiday Glow Commercial: (:30) \$35

Holiday Glow Weather Sponsorship: Reed voiced last year (WHMI)

Small Business Saturday: Julie voiced last year (WHMI)

Ladies Night Out: (:60) \$50

Holiday Shopping: (:60) \$50



Downtown Brighton

Main St. Banner Policy and Application

PURPOSE

The purpose of the Main St. Banner Policy & Application is to ensure proper utilization of the prime banner location. The Principal Shopping District Board monitors and makes decisions regarding the banner calendar. The increase in requests for banners has necessitated an application process to evaluate which events are most closely tied to the goals of the PSD Board.

PROCESS

City staff will assist the applicant with the process.

Eligibility Requirements

The applicant or representative of any business, group, or organization that seeks to place a banner on Main St., officially designated as the spokesperson of the sponsoring business, group, or organization.

Application Procedure

A Main St Banner Application must be submitted and received at least sixty (60) days before the actual date of the event. We ask that applications be submitted at the beginning of the calendar year if circumstances allow.

Received *Main St Banner Applications* may be submitted to City Hall or via email to Jessica Reed at reedj@brightoncity.org. A City Official will contact groups and/or organizations within five (5) business days, to confirm that the request was received and see if the dates are available. Once a request is approved, notification of approval will be issued to the group representative.

Main St. Banner Criteria

Approval consideration will be weighed as follows:

- Events that directly benefit business interests of Brighton businesses
- Events sponsored or hosted by the Principal Shopping District
- Events which occur in Downtown Brighton
- Availability on calendar

The criteria and priority order of event approval will be:

- 1) Applications sponsored by the Principal Shopping District and/or a recognized affiliate
- 2) Other Public Agencies and their affiliates
- 3) Community Service Groups; local (City/County) non-profit organizations that support a range of community services, and where the activity is a benefit to the general community and the Principal Shopping District.
- 4) Commercial Organizations of the PSD that want to conduct an event that benefits the commercial district

All applicants will be expected to attend a PSD Board meeting to explain the event and answer the Board's questions.

**Main St. Banner Application
Brighton Principal Shopping
District**

**200 N. 1st Street Brighton, Michigan
48116 (810) 227-1911**

OFFICE USE ONLY

Date Received

By

**** APPLICATIONS MUST BE FILLED OUT COMPLETELY BEFORE THEY WILL BE CONSIDERED FOR REVIEW ****

Application Date	Name of Organization	Name of Applicant
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Street Address	City	State	Zip
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Cell Phone	Home Phone	Work Phone	Fax
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Email Address

Event Title

Event Location

BANNER DATE REQUEST (please request a general day for the banner to go up and come down)

Date Up	Date Down	Event Date
_____	_____	_____

EVENT INFORMATION

BRIEF DESCRIPTION OF ORGANIZATION'S PURPOSE AND/OR FUNCTION:

PLEASE GIVE A DESCRIPTION OF THE EVENT. (Attach additional pages if necessary)

TO: Tourism Partners and Stakeholders

FROM: Barbara J. Barden, Executive Director
Livingston County Convention & Visitors Bureau

SUBJECT: 2017 Official Livingston County Visitors Guide

The *Official Livingston County Visitors Guide* is the primary source that visitors use when making decisions on shopping, dining, lodging and entertainment in Livingston County. To make sure you are getting your fair share of tourism dollars, we encourage you to place an advertisement in the 2017 edition of our Visitors Guide.

In addition to 15,000 copies of the high quality print publication we also produce a fully interactive digital edition which is featured on the home page of our website, lccvb.org, and a free mobile app available on the iTunes store. The digital edition receives more than 20,000 digital views per year. There are three digital options available to you:

- A direct link to your website from your advertisement
- Video or slideshow on your business
- Create a QR code for your advertisement

The print copies of our Visitors Guide are distributed through many venues – 13 MDOT Welcome Centers, chambers, attractions, events, lodging facilities and via mail to individuals around the nation requesting visitor information. The Visitors Guide is the signature marketing piece of the LCCVB and is provided to motor coach groups, convention/meeting attendees, leisure travelers and media.

Kathy Booth, of Harbor House Publishers, will contact you in the upcoming weeks to discuss available options for promoting your business in the 2017 Visitors Guide. Kathy is available at (800) 491-1760. Additional information on the Visitors Guide may be found by visiting www.harborhouse.com/livingston.

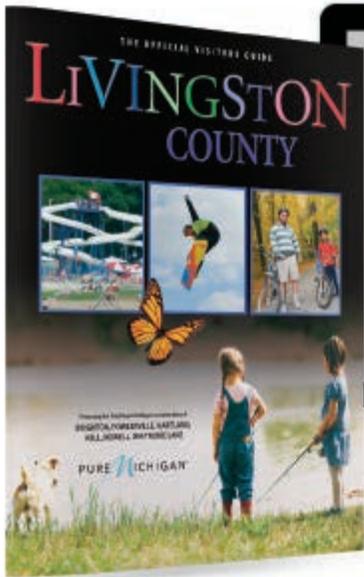
I urge you to participate in the single most effective way to bring visitors to your business, by purchasing an advertisement in the 2017 edition of the *Official Livingston County Visitors Guide*.



THE OFFICIAL VISITORS GUIDE

LIVINGSTON COUNTY

Featuring the Southeast Michigan communities of
**BRIGHTON, FOWLerville, HARTLAND,
HELL, HOWELL, WHITMORE LAKE**



PRINT



DIGITAL



*Your ad appears
in print, digital
and mobile.*

MOBILE



Your advertisement in the *Livingston County Visitors Guide* reaches tourists in a targeted, high caliber editorial environment. This first class publication is in a full-color magazine style and format, designed for easy use and readability.

The *Livingston County Visitors Guide* is an attractive mix of editorial and advertising, chock full of information for the visitor.

**15,000 print copies, in addition to thousands of digital and mobile views per year
Includes 12 months of online and mobile advertising at no additional charge**

Fifteen thousand (15,000) copies of this high quality, full-color publication are distributed by the Livingston County Visitors Bureau:

- In area hotel rooms
- In response to information requests
- At major area events
- By Chambers of Commerce throughout the county
- At 13 MDOT Welcome Centers throughout the state

The *Livingston County Visitors Guide* will include:

- Welcome to Livingston County
- Area attractions
- Accommodations
- Shopping and dining
- Parks and recreation
- Entertainment
- Leisure activities
- Livingston County Map

MORE THAN **20,000** DIGITAL VIEWS/YR



Geographic distribution of digital views. Each dot represents a state or province.

There are three digital options available:

- A direct link to your website from your ad
- Video or slideshow on your business
- Create a QR Code for your ad

Call **800-491-1760** or Book your ad online www.harborhouse.com/livingston

See rates on reverse side



Your advertisement appears in print, digital and mobile at no additional charge.



PRINT

DIGITAL

MOBILE

RESERVE MY SPACE TODAY!

Here is a copy of an advertisement you have run in a past edition.

Please run my 1/4 page advertisement.

- Please upgrade my ad for a 10% savings.
_____ SIZE
- Please repeat the advertisement you have on file.
- Please repeat the advertisement you have on file with the changes indicated.
- Our new advertisement is attached.

**SAVE
10%**

Upgrade your ad to the next size, earn a 10% discount and FREE ad design.

Enhance my digital presence with the following:

- Include a direct link to my website from my advertisement.
- Include a video or slideshow on my business.
- Create a QR Code for my advertisement.

NAME _____

TITLE _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____

FAX _____

EMAIL _____

WEBSITE _____

SIGNED _____ DATE _____

Downtown Brighton is home to
more than 30 trendy, upscale shops
and over 20 amazing restaurants!



Shop. Dine. Be Scene.





Downtown Brighton .COM

 **On Facebook at Downtown Brighton, Michigan**