

**City of Brighton  
Principal Shopping District Board Meeting Minutes  
Tuesday, February 3, 2015 7:30 a.m. Regular Session**

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

Those in Attendance:

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

Motion by Nick Palizzi, seconded by Lisa Nelson, to excuse the absences of Steve Pilon and John Okoniewski.

Motion carried 7-0-2

Staff:

Matt Modrack  
Lauri French  
Jen Ling

Audience: 2

2. **Approval** of February 3, 2015 agenda

Motion by Sheryl Kemmerling, seconded by Jon Innes, to approve the February 3, 2015 agenda as presented. Motion carried 7-0-2.

3. **Approval** of January 6, 2015 Regular Meeting Minutes

Motion by Shawn Pipoly, seconded by Jon Innes, to approve the January 6, 2015 regular meeting minutes. Motion carried 5-0-2-2 with two absences and Sheryl Kemmerling and Annette Jacoby abstaining.

4. **Approval** of January 2015 PSD Financial Report

Motion by Lisa Nelson, supported by Nick Palizzi, to approve the January 2015 PSD Financial Report. Motion carried 7-0-2.

5. Call to the Public was at 7:38 a.m.

6. New Business

A. George Moses gave a presentation about The Marketeer Readership Verification Audit. He showed a very informative video explaining the audit report, and demonstrated how The Marketeer has huge market penetration.

B. The Board discussed allocating funds for the 2015 Livingston County Visitor's Guide, and decided to go with a quarter page ad this year instead of the half-page island ad that we had last year. They also decided to keep the ad design the same, and Jen Ling said she would adjust the ad to the new size.

**Motion by** Sheryl Kemmerling, seconded by Annette Jacoby, to approve doing a quarter-page ad at a cost of \$625 in the Livingston County Visitor's Guide. Motion carried 7-0-2.

C. The Board was presented with two scripts for the Valentine's Day commercial for WHMI. They decided to go forward with script number two with a few edits, and decided to go with Cassidy Reed from Speedy Spots to voice it.

**Motion by** Shawn Pipoly, seconded by Sheryl Kemmerling, to use script number two as modified at a cost of \$1,120 as presented in the WHMI proposal and an additional amount up to \$130 to have Cassidy Reed from Speedy Spots do the voice over. Motion carried 7-0-2.

## 7. Old Business

A. Nick Palizzi talked about and showed the Board the three different informational cards he designed for shopping, dining and festivals. Board members liked these, and decided to move along with these designs. Lauri French and Jen Ling will proof them and send any edits to Nick this week. A discussion also took place as to what the PSD can put together for the service-based businesses for a marketing piece, and that a brochure is most likely not the right medium for marketing them. Shawn Pipoly and Jon Innes volunteered to bring back ideas to the board for the service businesses.

**Motion by** Lisa Nelson, seconded by Jon Innes, to allocate up to \$1,100 for the printing of 10,000 of each of the three brochures- shopping, dining and festivals. Motion carried 7-0-2.

B. Dates for the Michigan International Women's Show, Ladies Night Out and Mother's Day shopping were discussed. Mark Binkley talked about moving Ladies Night Out so it's not so close to Mother's Day so people will shop for both events separately. After the Board talked about it, they decided to keep everything the same as planned.

C. Ken Larscheid with Running Lab gave a report about the January Winter Clearance Sale. He said the overall consensus is that the event was well worth it. Ken sent out a survey to those merchants who participated, and 70% of those who responded said their sales were up from that day in 2014. He mentioned that the weather was good, and downtown was busy in general. He also said he had great success with promoting the event with paid Facebook advertising. Ken would like to collaborate on some unique ways to cross promote as they move forward with this. Lisa Nelson mentioned that she had good sales and a lot of discovery business, and Ken said he got a lot of new customers during the sale. Mark Binkley would like to continue doing this with Ken. He reported that \$525 was collected from 21 merchants to be matched by the PSD. They did a full page ad in The Marketeer and a ½ page ad in the Press & Argus.

## 8. Liaison Reports

A. City Council (Shawn Pipoly) – Shawn mentioned that interviews for council applicants have been taking place, and they should be making a decision Thursday night. He said they also gave Yogurtopia a final approval for their plans.

B. Chamber of Commerce (Jen Ling) – Jen told the Board about the next day's Power Lunch featuring Steve Arwood of the MEDC, and also mentioned that the Chamber has partnered with Saint Joes and the American Heart Association for the Go Red for Women event on February 12.

C. DDA (Matt Modrack) – Matt said the DDA plans to use the lot at the corner of North Street and Grand River (the former Grand Mart/Wacky Willies lot) for transitional parking. They plan to roll out a planning strategy, especially for employees of businesses. They will start having meetings in March to talk about the new program, and will start marking tires and giving informational tickets in April and issuing real parking tickets in May. Parking meters will be a last resort if the enforcement only strategy doesn't work.

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9. Board Member Updates – None

10. Staff Updates – Matt Modrack reported that the DPW along with a contractor will be working on snow removal from the sides of the street downtown sometime after midnight and will haul the snow away.

11. Call to the Public was at 9:02, and was closed after hearing no response.

12. Motion by Shawn Pipoly, seconded by Jon Innes, to adjourn the meeting at 9:02 a.m.  
Motion carried 7-0-2.

Respectfully submitted,

Jen Ling, Recording Secretary  
February 18, 2015

**Next regular PSD board meeting – Tuesday, March 3, 2015 – 7:30 a.m.**