

City of Brighton
Principal Shopping District Board Meeting Agenda
Wednesday, August 8, 2012– 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 Left 8:55	Lisa Nelson y
Claudia Roblee y	Peggy Mintz n
Nick Palizzi n	Thaddeus McGaffey n
Cheryl Mayday y	John Okoniewski y
Sheryl Kemmerling y Left 9:05	

Motion by Lisa Nelson, supported by Cheryl Mayday, to excuse Nick Palizzi, Peggy Mintz and Thaddeus McGaffey. Passed Unanimously

Staff:

Matt Modrack
Lauri French
Michelle Miller

Audience:

2. Approval of the August 8, 2012 Agenda

Motion by: John Okoniewski

Seconded by: Sheryl Kemmerling

Motion passed unanimously

3. Approval of the June 5, 2012 Meeting Minutes

Could not approve meeting minutes due to lack of a quorum of people that attended the meeting.

Motion by:

Seconded by:

Motion

4. Approval of the June 26, 2012 Meeting Minutes

Could not approve meeting minutes due to lack of a quorum of people that attended the meeting.

Motion by:

Seconded by:

Motion

5. Approval of the June 26, 2012 Financial Report

- a. Approve additional \$29 for printing PSD brochures (allocated \$650, actual W4 cost \$679)

Lauri French explained the new financial report format for the new fiscal year.

Motion by: Sheryl Kemmerling to approve receipt of the financial report as amended to include the additional \$29 for printing the PSD brochures. Supported by John Okoniewski.

Motion passed unanimously

6. **Call to the Public**

None

7. **Old Business**

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

Discussion: Mark requested to talk about what we have done in past, what worked. See what needs more info. Make decisions in September

Format for new chart on expenditures is appreciated.

Soccer Tournament expenditures discussed. Overall feeling was good money spent.

Matt Modrack suggested banners for Ladies Night out. Approximate cost is \$750.00.

Went over old events. A new event, Moonlight Madness, was suggested in December with a suggested date of December 21.

Upcoming events include 12/6 Ladies Night, Holiday Glow on 11/17, and Small Business Saturday on 11/24.

Matt Modrack reminded the board that there is a lot of coordination in planning an event. Would like commitment on events for coordination.

Michelle Miller will bring back plans and budgets in September for above events.

Next month Mark Binkley will ask Adams Outdoor and WHMI to present advertising proposals.

Motion: None

Motion by:

Seconded by:

Motion

8. **Liaison Reports**

- a. Marketing/Promotions (Michelle Miller)

- 1 Americana/Summerfest feedback - A wrap up meeting will be happening this afternoon. Initial survey was positive.

- 2 Art Festival feedback - Lots of people. People enjoyed the music. Artists were happy. Restaurants were jammed. Michelle Miller will send out survey to merchants.
 - 3 SELCRA event – August 25, 2012 (Wildlife Safari Day at the Millpond)
 - 4 Smokin’ Jazz Festival planning update
- b. City Council (Claudia Roblee) - Bonds are the primary topic now. Public informational meetings will be held prior to the November election.
 - c. Chamber of Commerce (Michelle Miller) - The Chamber hired a new event person, Sophia Freni, to replace Becca Boss who left in April.
 - d. DDA (Matt Modrack) – The next DDA meeting is August 21. Main/North/West Street project starts in late September. Events are significant and important and everyone has to work together. Message needs to get out.
 - e. Millpond Design Plan Subcommittee (Claudia Roblee) - Still waiting for results of second look of draft Millpond Master Plan by PEA; expect report mid-August.

9. Board Member Updates

Claudia Roblee informed the board that the sidewalk signs purchased by PSD are still in her basement which was fine but that maybe they needed to be stored where people can use them. Matt Modrack said he would pick up the signs and store them at City Hall.

10. Staff Updates

None

11. Call to the Public

None

12. Adjournment Did not have quorum to adjourn

Motion by:

Seconded by:

Motion

Next PSD board meeting Tuesday, September 4, 2012— 7:30 a.m.