

**City of Brighton**  
**Principal Shopping District Board Meeting Minutes**  
**January 5, 2016 7:30 a.m. Regular Session**

1. Meeting called to order by Mark Binkley at 7:36 a.m.

Those in Attendance:

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

Motion by Shawn Pipoly, seconded by Jon Innes, to excuse the absences of John Okoniewski, Sheryl Kemmerling and Annette Jacoby. The motion carried 5-0-4.

Staff:

Michelle Miller, Jen Ling, Matt Modrack

Audience: 1

2. **Approval** of January 5, 2016 agenda

**Motion** by Jon Innes, seconded by Shawn Pipoly, to approve the January 5, 2016 agenda as amended to include WHMI Valentine's Day radio scripts under 6.D. and the January Winter Sale under 6.E. The motion carried 5-0-4.

3. **Approval** of December 1, 2015 Regular Meeting Minutes

There were not enough Board members in attendance who were at the December 1, 2015 meeting to approve the meeting minutes.

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

**Motion** by Shawn Pipoly, seconded by Lisa Nelson, to approve the December 2015 PSD Financial Report. The motion carried 5-0-4.

5. Call to the Public was at 7:44 a.m. Mark Binkley spoke on behalf of George Moses and said that the Marketeer ran an ad for the January Winter Sale, and did it at cost. The committee was billed for it.

6. New Business

A. Consider Shine Holiday Lighting Contract Renewal – Mark Binkley asked Michelle Miller not to send the drafted letter she wrote on behalf of the PSD Board of Directors to Brett with Shine Holiday Lighting until after discussion at the January board meeting. There were many issues that needed to be address and even though Brett was able to fix a multitude of problems with the lighting, it was a disappointing showing for the cost to have the lighting done this year. Shawn Pipoly suggested there should be at the minimum, a discount from Shine Holiday Lighting. Michelle Miller will revise the letter

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written to Shine Holiday Lighting and ask for a discount before processing the payment in the full amount billed.

Mark Binkley showed some photos of tree lighting in Royal Oak that he liked. Matt Modrack suggested the PSD establish a subcommittee to figure out what the PSD would like to have in downtown Brighton in coming years.

B. 2016 International Women's Show Participation- The event will take place April 28-May 1st. Cathy Dedakis and Annette Jacoby have not committed to organizing the PSD's involvement at the show this year. The Board decided to leave it up to them if they want to do the fashion show piece of it, since this was difficult to organize last year. The Board agrees that having a booth at this event is a great opportunity for promoting the City of Brighton and the May Ladies Night Out.

**Motion** by Lisa Nelson, seconded by Steve Pilon, to make the down payment of \$1,100 for the PSD's booth at the 2016 Michigan International Women's Show.

Mark Binkley will talk to Cathy Dedakis and Annette Jacoby again to see if they will coordinate the PSD's involvement at the show.

C. Shop & Dine Banner - The banner was damaged and taken down, and couldn't be fixed. W4 Signs now has to send their banners to Chicago to be sewn, so their turnaround time is longer. Michelle said that when DPW takes the banners down, they will make sure there is no damage before they store them, and that they will be good to use the next time. On Jan. 19, the Winter Sale banner will come down and the Valentine's banner will go up.

D. WHMI Valentine's Day radio scripts- The proposal for WHMI radio advertisement for Valentine's Day will run Feb. 7-Feb. 14. The Board discussed the proposal, and decided to continue with it.

**Motion** by Steve Pilon, seconded by Jon Innes to approve the \$1,120 proposal for Valentine's Day advertising from WHMI as presented.

The Board talked about advertising elsewhere in the future, such as in a movie theatre in another city. Emagine in Novi? Michelle Miller will find out a cost. The Board also discussed doing a Marketeer insert, and wondered if the restaurant group would want to split the cost with ads on the back.

**Motion** by Lisa Nelson, seconded by Jon Innes, to approve up to \$2,000 for a Valentine's insert in the Marketeer with permission to co-op with the restaurant group and the design to be approved by Lisa Nelson and Steve Pilon.

E. January Winter Sale- This event now has thirty-some merchants signed up. This could possibly turn into a winter A Taste of Brighton. The Board said they need to talk about how this can evolve.

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7. Old Business

A. Discuss draft RFP for marketing proposal and next steps - This agenda item was moved to the February 2, 2016 PSD meeting.

B. Adams Outdoor Billboard (expressway exit signage) - The billboard we currently have will be there until the end of March. It will go back up in September for two weeks, then again in October. Michelle will take another look at the contract to confirm the balance due for March contracts and the September-October contracts.

C. Discuss proceeding with ZingTrain training - In order to proceed with the ZingTrain training, we need to get some dates and times for Mondays in April. We also need to find a venue, and figure out if any additional costs will be incurred. Once we have answers to these questions, we can get a better idea of what the cost will be, and how many merchants are interested. We will decide for sure if we are going to move forward with this at the February PSD meeting.

D. Ladies Night Out- Jen Ling gave a wrap up about Ladies Night Out. Most of the merchants she talked to said it was a good night. Also, the drinking in the street was much better since she informed the merchants of the issue, and informed them of steps they can take to keep alcohol inside their stores and not let their patrons take it outside. The next Ladies Night Out will take place on May 5, 2016.

8. Liaison Reports

A. City Council (Shawn Pipoly) – A Special Meeting will take place this Thursday to discuss the candidates for City Manager. They are also looking for a City Council member to replace Ricci Bandkau. Chief Wightman is the Interim City Manager.

B. Chamber of Commerce (Jen Ling) – The Chamber’s Annual Meeting will be held at Mt. Brighton Thursday, Jan. 28 from 5:30-7:30 p.m.

C. DDA (Matt Modrack) – No Update

9. Board Member Updates – None

10. Staff Updates – None

11. Call to the Public was at 9:21 a.m., and was closed after hearing no response.

12. Motion by Jon Innes, seconded by Shawn Pipoly, to adjourn the meeting at 9:21 a.m. The motion carried 5-0-4.

Respectfully submitted,  
Jen Ling, Recording Secretary  
January 27, 2016

**Next regular PSD board meeting –Tuesday, February 2, 2016 – 7:30 a.m.**