

**City of Brighton**  
**Principal Shopping District Board Meeting Minutes**  
**Tuesday, November 5, 2014 7:30 Regular Session**

1. Meeting called to order by Mark Binkley at 7:32 a.m.

Those in Attendance:

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

Motion by Shawn Pipoly, seconded by Jon Innes, to excuse the absence of Nick Palizzi.  
Motion carried 8-0-1.

Staff:

Matt Modrack  
Lauri French  
Jen Ling

Audience: 2

2. **Approval** of November 5, 2014 agenda

Motion by Lisa Nelson, seconded by Sheryl Kemmerling, to approve the November 5, 2014 agenda as amended to delete 8A., as Kim Bonam was not able to attend the meeting.

Motion carried 8-0-1.

3. **Approval** of September 9, 2014 Regular Meeting Minutes

Motion by Steve Pilon, seconded by Lisa Nelson, to approve September 9, 2014 Regular Meeting Minutes.

Motion carried 7-0-1-1 with 1 absence and Shawn Pipoly abstaining.

4. **Approval** of September 23, 2014 Special Meeting Minutes

Motion by Sheryl Kemmerling, seconded by Jon Innes, to approve the September 23, 2014 Meeting Minutes.

Motion carried 5-0-1-3 with 1 absence and Annette Jacoby, Steve Pilon and Shawn Pipoly abstaining.

5. **Approval** of October 7, 2014 Regular Meeting Minutes

Motion by John Okoniewski, seconded by Shawn Pipoly, to approve the October 7, 2014 Regular Meeting Minutes.

Motion carried 5-0-1-3 with 1 absence and Sheryl Kemmerling, Annette Jacoby and Steve Pilon abstaining.

6. **Approval** of October 2014 PSD Financial Report

Motion by Steve Pilon, seconded by Lisa Nelson, to approve the October 2014 PSD Financial report.

Motion Carried 8-0-1.

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7. Call to the Public was at 7:40 a.m. Cathy Dedakis from Sassafrass Gifts told the Board she will be hosting a bridal show at Brighton High School on Sunday, January 4, 2015 from 1:00-5:00 p.m. She offered to give the PSD a booth for free, but someone would need to man it. Also, if any PSD businesses want in, she will give them a discount.

8. New Business

A. This item was deleted.

9. Old Business

A. Holiday Lights Update - Mark Binkley gave an update about the holiday lights downtown, and the Board discussed that some of the lights look a little skimpy, and some of the cords are hanging off the trees. Mark will communicate with Shine Holiday Lighting and ask them to make some adjustments. He will do a walk through with them as well. Board members will let Mark know if they see any other issues with the lights so he can let Shine know.

1. The board will need to look for some sponsors to help cover the costs of the lights. Sponsors will get their name on the Mill Pond banner, in the Marketeer ad, and if they sponsor a tree, they will get a ditch sign with their name on it. Jon Innes reached out to Caitlin John, and they should be responding to him soon with an answer. The Board wondered if the Chamber would help recognize these sponsors, and Jen Ling said she will ask Pam McConeghy to confirm. Lauri French will put together a sponsorship packet with sponsor levels, and Thaddeus McGaffey is going to send last year's packet to her.

Motion by Shawn Pipoly, seconded by Sheryl Kemmerling, to approve up to \$200 for the Mill Pond banner for the holiday light sponsors. Motion carried 8-0-1.

The Board also talked about needing to get a new generic Shop-Dine banner, since the one we had was damaged last year.

Motion by John Okoniewski, seconded by Lisa Nelson, to approve an expenditure of up to \$700 to replace the damaged generic Shop-Dine banner. Motion carried 8-0-1.

B.1. Jen Ling gave an update about Ladies Night Out. She said there are 57 participating merchants, with 8 off-Main Street/service-based businesses inside The Little Popup Shop (the empty building the PSD has been granted access to use for the event). Jen requested some funds to market and draw attention to The Little Popup Shop. She has also arranged for shuttles to be running from the Meijer parking lot, courtesy of Brighton Ford, and has found some volunteers to drive them. She has also been working with the three big hotels in Brighton, and they are offering free shuttles and other perks for ladies staying the night. Jen also talked about having Portraits by Alex take photos in the street for Ladies Night Out again, as it is a great marketing tool for the event, and draws tons of attention to our Facebook page when they are posted. In addition, Barb Barden with the Livingston County Convention and Visitor's Bureau offered to help market Ladies Night Out, and requested a few hundred brochures that the City will print for them.

Motion by Jon Innes, seconded by John Okoniewski, to allocate up to \$300 to pay for Portraits by Alex to take photos in the street during Ladies Night Out. Motion carried 8-0-1.

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Motion by Annette Jacoby, seconded by Lisa Nelson, to allocate up to \$300 to help market The Little Popup Shop. Motion carried 8-0-1.

B.2. Matt Modrack volunteered to help Alex with the photos in the street, and Sheryl Kemmerling offered to find one of her staff members to help as well if needed.

C.1. The Board discussed the Speedy Spots voices, and chose to go with Cassidy Reed to voice the three upcoming WHMI holiday commercials. Mindy Tessmar with WHMI will send last year's scripts to Mark Binkley for Small Business Saturday, holiday shopping, and Holiday Glow. Jen will work on a script for Ladies Night Out and will send it to Mindy.

Motion by Lisa Nelson, seconded by Annette Jacoby, to allocate \$135 to use Speedy Spots to voice our three upcoming WHMI holiday commercials. Motion carried 8-0-1.

C.2. Lauri French noted that some examples of restaurant and retail shop brochures from Holland are at the table for the board to look at since we need to print more brochures for next year. This item will be discussed further at the January PSD meeting.

C.3. The Board talked about the 2015 Michigan International Women's Show in Novi, and confirmed that they want the PSD to have a booth there. They also decided that a committee needs to be formed to make plans for this. This item will be discussed further at the January PSD meeting.

Motion by Lisa Nelson, supported by Jon Innes, to allocate up to \$2,000 for a deposit on a booth at the 2015 Michigan International Women's Show. The motion carried 8-0-1.

10. Liaison Reports

- A. City Council (Shawn Pipoly) –City Council is preparing for a goal setting retreat this weekend for off-site planning. Shawn Pipoly said to let him know if there is anything the PSD would like him to bring up.
- B. Chamber of Commerce (Jen Ling) – Sophia Freni has been working with Shine Holiday Lighting and Mark Binkley to coordinate for Holiday Glow.
- C. DDA (Matt Modrack) – The DDA is working on purchasing property on Grand River for transitional parking. Matt would like to put the parking enforcement strategy presentation on either the January or February PSD agenda.

11. Board Member Updates – None

12. Staff Updates – None

13. Call to the Public was at 9:01. George Moses showed the Board the Ladies Night Out ad in the November issue of the Marketeer, and reminded them that he is donating a second ad in the December issue. He also mentioned the Hunting Widows Giggle Fest and that he donated an ad for that event as well.

14. Motion by Sheryl Kemmerling, seconded by Lisa Nelson, to adjourn the meeting at 9:05 a.m. Motion carried 8-0-1.

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Respectfully submitted,

Jen Ling, Recording Secretary  
November 25, 2014

**Next regular PSD board meeting – Tuesday, December 2, 2014 – 7:30 a.m.**