

**City of Brighton**  
**Principal Shopping District Board Meeting Minutes**  
**Tuesday, June 5, 2012 – 7:30 a.m.**  
**Regular Session**

Meeting called to order by Mark Binkley at 7:35 a.m.

Those in Attendance:

Mark Binkley	Y	Lisa Nelson	Y
Claudia Roblee	Y	Nick Palizzi	N
Cheryl Mayday	Y	John Okoniewski	N
Sheryl Kemmerling	Y	Peggi Mintz	Y
Thaddeus McGaffey	N		

Cheryl Mayday and Peggi Mintz left at 9 a.m.

Staff:

Matt Modrack  
Lauri French  
Michelle Miller

Audience:

1

Approval of the June 5, 2012 Agenda

Claudia Roblee requested an addition to the agenda to discuss the Shop Local Campaign under old Business

Lisa Nelson requested to discuss the meeting date for July under Staff Updates.

Move for approval as amended

Motion by: Lisa Nelson

Seconded by: Peggy Mintz

Motion passed 6-0-3

Approval of the May 1, 2012 Meeting Minutes as presented

Motion by: Claudia Roblee

Seconded by: Sheryl Kemmerling

Motion passed 5-0-4 with one abstention by Cheryl Mayday and three absences.

Approval of the May 2012 Financial Report as presented

Motion by: Lisa Nelson

Seconded by: Peggy Mintz

Motion passed 6-0-3

Call to the Public

None

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New Business

Topic:

Discussion: Discussion regarding 6/4/12 Tapestry presentation to merchants

Matt Modrack explained that they went over marketing information from the Tapestry report. Audience was made up of people invested in the community who either already had a business in Brighton or were anticipating starting a business. About 20 people attended.

Mark Binkley said that before we start 4th quarter marketing planning, the PSD would like more answers from the Tapestry information and would put together a list of questions for Nancy Johnson to be discussed at the next meeting.

Motion: None

Motion by:

Seconded by:

Motion

Old Business

Topic: Sunday Kayaks & Canoes event update – Matt Modrack

Matt Modrack reported that he spoke with Bill Heavner from Heavner Canoes. They are targeting Sundays from mid-June to mid-August for the four hours preceding the Kiwanis concerts. Heavner wants to set up a tent on Main and offer canoe and kayak lessons. Possible rental dependent on demand. Matt will talk to Dennis Dimoff about the tent. Money has been set aside by DDA for this event. Mark Binkley asked about plans to prevent people from canoeing or kayaking over the dam and Matt explained that this was discussed and planned for, possibly using a chain link fence across the opening to prevent people from going through.

Motion: None

Motion by:

Seconded by:

Motion

Topic: Event Marketing & Promotion

Banner Program Update (Matt Modrack)

Discussion: Matt Modrack explained that the banner poles are in. An exhaustive process was gone through to decide how to install the banners and where the poles should be located. He did not want the location to interfere with flags and memorial feel of the Mill Pond. We did not want them at crosswalks because we don't want drivers looking up at those points (pedestrian safety issue). He said that he didn't want the poles placed before West as that is now the new big left turn point on Main. We also did not want to block traffic lights or RR crossing lights.

Motion: None

Motion by:

Seconded by:

Motion

Topic: Shop Local Campaign

Discussion: Claudia Roblee explained that George Moses required 18 merchants to place ads for the two-page "Shop Local" ad in the June through August Marketeer. Since he came up one merchant short, Claudia is requesting \$150 to cover the shortfall for the "Shop Local" ad from June through October in Marketeer (\$30 per month for five months).

Motion: Requesting \$150 to cover the full page ad in Marketeer for the Shop Local campaign in Marketeer from June through month of October editions.

Motion by: Claudia Roblee

Seconded by: Peggy Mintz

Motion passed 6-0-3

Liaison Reports

a. Marketing/Promotions (Michelle Miller)

1 Feedback from 5/22/12 merchant meeting

Michelle Miller reported that two meetings were held, one in the morning, one in the afternoon, in order to accommodate merchants who wanted to attend. Michelle sent out her notes from the meetings. A packet will be delivered to the merchants concerning everything going on downtown. There were a lot of good suggestions that came out of the merchant meetings, one of which was Moonlight Madness in December. Michelle will be sending out a survey to the merchants shortly. The merchants indicated they would like to meet once a month.

2 Americana/Summerfest planning

Michelle reported that this year's event will be more family-friendly. The Americana/Summerfest banner will be up on Friday, June 8. The Main Street merchants have to apply and pay \$100 (for marketing expenses) to participate. Main Street will close at 6:00 a.m. on Friday, July 13. Sidewalk sales will run from 9 a.m. to 9 p.m. Friday and Saturday, July 13 and 14. Need to make a decision on advertising.

Motion: To spend \$500 in Marketeer for co-op advertising for Summerfest/Sidewalk sales.

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Motion by: Claudia Roblee

Seconded by: Lisa Nelson

Motion passed 6-0-3

Motion: Change date for next meeting to June 26 as there will not be enough people on July 10 for a quorum.

Motion by: Lisa Nelson

Seconded by: Cheryl Mayday

Motion approved 6-0-3

City Council: (Claudia Roblee) Discussion about possible Bond issues to be put on ballot in November. Infrastructure Bond to be Property tax neutral. Possible Quality of Life Bond would not be budget neutral and could include portions of the Millpond Master Plan update project. They will go on as two separate bonds to be voted on separately.

Chamber: (Michelle Miller) Rob and Becca Boss have both left the chamber. They are interviewing a replacement for Becca and Rachel Butcher has moved back into the membership drive position.

DDA: (Matt Modrack) Johnson Building down and lot is now being used as parking. Seven (7) new parking spaces on North Street are done. Banners on cobra heads are impacted by flags on street side. The lower bracket will be cut so flags don't get hung up on them when both banners and flags are hung on patriot days.

Millpond Design Plan Subcommittee (Claudia Roblee)

Claudia Roblee reported that the Subcommittee will be recommending to the PSD Board a "second look" by PEA at the conceptual plan. PEA is an architectural firm with landscape architects on staff. PEA has been hired by Lindhout for other projects so there is a history of those two firms working together. The subcommittee envisions a more refined plan from the "second look" with Lindhout being the project manager.

Board Member Updates

Lisa Nelson reported that she received a text message from Thaddeus McGaffey as to why he was absent.

Lisa Nelson will be attending the Retail summit in Grand Rapids at the end of June.

Staff Updates

None

Call to the Public

George Moses reported on Pink Party in Howell. It is the ultimate Ladies Night out in Howell. He will be going to observe on June 14th.

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Adjournment at 9:25

Motion by: Lisa Nelson

Seconded by: Cheryl Kemmerling

Motion did not pass as there was not a quorum at this time to vote.

**Next PSD board meeting – Tuesday, June 26, 2012 – 7:30 a.m. (unless otherwise advised)**

Respectfully submitted,

Claudia Roblee  
Secretary of PSD