

City of Brighton
Principal Shopping District Board Meeting Agenda
Tuesday, February 7, 2012– 7:30 a.m.
Regular Session

Meeting called to order by Mark Binkley at 7:30 a.m.

Those in Attendance:

Mark Binkley Y	Lisa Nelson Y
Claudia Roblee Y	Shawn Pipoly Y
Nick Palizzi Y	Arthur Des Gravise N
Cheryl Mayday Y	John Okoniewski Y

Staff:	Audience: 7
Matt Modrack	
Lauri French	

Approval of the Tuesday, February 7, 2012 Agenda
Amend agenda to table December 2011 and January 2012 minutes as we do not have enough members to approve.
Motion by: Shawn Pipoly
Seconded by: Lisa Nelson
Motion approved unanimously

Approval of the November 1, 2012 Meeting Minutes
Motion by: John Okoniewski
Seconded by: Shawn Pipoly
Motion approved 6-0-3, with Nick Palizzi abstaining

Approval of December 6, 2011 Meeting Minutes
Motion by: Tabled to March 6, 2012 meeting
Seconded by:
Motion

Approval of January 3, 2012 Meeting Minutes
Motion by: Tabled to March 6, 2012 meeting
Motion

Approval of the January 2012 Financial Report
Motion by: Nick Palizzi
Seconded by: Cheryl Mayday
Motion approved unanimously

Call to the Public

None

New Business

Topic: Approve an allocation of up to \$250 for PSD Promotion for USA Jump Rope Qualifying Trials –February 17-19, 2012 (map and listing for ad in their program)

Discussion: Lauri French explained it was a national trials and showed the map and restaurant listing that would be used as an ad in their program. Mark explained that these are huge from his experience with his kids.

Motion: Approve an allocation of up to \$250 for PSD Promotion for USA Jump Rope Qualifying Trials –February 17-19, 2012 (map and listing for ad in their program)

Motion by: Lisa Nelson

Seconded by: Nick Palizzi

Motion approved unanimously

Topic: Recommendation from Marketing Subcommittee regarding Promotions/Marketing Service Agreement with Chamber of Commerce

Discussion: Matt Modrack explained the contract with the Chamber. His objective was to buy promotion and marketing services from an organization and it was logical to go to the Chamber. He has received a commitment from the DDA to pay \$15,000 a year for 20 hours a week. Jennifer Ling was recommended; her work would primarily be at the direction of Lauri French and the Marketing Subcommittee. The Board has done a good job of promotion and advertising and it is important to have an extra pair of hands especially this year. Downtown has never looked better. The primary objective of the contract is someone to help with the execution with the “high holy days” of shopping events. A job description is included as recommended by the Committee and Lauri. Mark Binkley explained the committee interviewed Jennifer Ling last week, and the committee recommends hiring her. This would be for a six month trial period.

Motion: To approve the recommendation from the Marketing Subcommittee and to direct Matt Modrack to execute the service agreement and job responsibilities with the Chamber of Commerce to hire Jennifer Ling for promotion and marketing services on a part-time basis (20 hours per week).

Motion by: Shawn Pipoly

Seconded by: Lisa Nelson

Motion approved unanimously

Topic: Discuss hiring a PR firm/person on retainer for outside media

Discussion: Mark Binkley made a suggestion to secure a person or firm for big media coverage for events. He did not have the detailed information with him today and

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suggested that we put this item on the March agenda for discussion. It was suggested that Mark invite a PR person to talk to the PSD Board in March.

Motion: None

Motion by:

Seconded by:

Motion

Topic: Special Olympics Polar Plunge – February 26, 2012

Discussion: Nick Palizzi explained the program. It was moved from Zukey Lake Tavern in Hamburg to Brighton this year. There are 33 merchants and restaurants involved in week-long events for fundraising. This has become a huge project with a lot of participation. Shawn Pipoly suggested that we try to lock the location into Brighton.

Motion: Allocate up to \$2,000 for the marketing subcommittee to work with Plunge Committee to decide media venues.

Motion by: Shawn Pipoly

Seconded by: Lisa Nelson

Motion passed unanimously

Topic: Great Start Livingston Diaper Drive – April 2012

Discussion: Communicate with merchants on this to see who wants to participate. Thaddeus McGaffey explained there would be cardboard bins put in each participating merchant store for diaper drop-off. When they get full, the merchant would have to call to have them picked up. Lisa Nelson and Nick Palizzi will meet with Thaddeus to put together a plan and bring back in March.

Motion: None

Motion by:

Seconded by:

Motion

Topic: Livingston County Visitors Bureau publication

Discussion: Come back in March with info.

Motion: Up to \$1500 to place map in LCVB unless we have time to bring back to March Board meeting.

Motion by: Nick Palizzi

Seconded by: Lisa Nelson

Motion approved unanimously

Topic: Discuss possible candidates for board vacancies

Discussion: Ask Art Des Gravise if he can rescind his plan to resign so he can come to the March meeting to approve minutes. Matt Modrack noted that vacancies are filled by

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Mayoral appointment. We can give input but it is up to Mayor. Shawn Pipoly noted that he will not be continuing on the PSD for another term (his term expires April 20, 2012). Sheryl Kemmerling from Jack's Custard sent in a letter of interest to the Mayor. There will be two vacancies to fill (Shawn and Art).

Motion: None

Motion by:

Seconded by:

Motion

Old Business

Topic: Merchant advisory committee report

Discussion: Worked with marketing committee on Chamber contract with Jennifer Ling. Valentine's Day ads are running.

Motion:None

Motion by:

Seconded by:

Motion

Topic: Marketing Subcommittee report

Discussion: Met with merchants committee to discuss Chamber contract for extra pair of hands.

Motion: None

Motion by:

Seconded by:

Motion

Topic: PSD Boundaries subcommittee report

Discussion: Has not met yet.

Motion: None

Motion by:

Seconded by:

Motion

Liaison Reports

City Council: (Claudia Roblee) Council is starting the annual budget process

Chamber: (Mark Binkley) Matt Modrack received the "Distinguished Service" award from Chamber.

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DDA: (Shawn Pipoly) DDA Board approved allocation of money towards new ATV for snow removal.

Millpond Design Plan Subcommittee (Claudia Roblee) The next meeting is the 21st of this month.

Board Member Updates

Lisa Nelson noted that the retail summit she attended last year is June 25-26 this year. She received two tickets when she bought software for herself and will probably be attending. If anyone is interested, the cost is \$197 and you can bring someone else with you for \$97.

Staff Updates (Matt Modrack)

- DDA approved contract for extra pair of hands for PSD
- 121 North Street - Option on property until April 1. Soil survey is suitable. Completed Phase 1 and Phase 2 on environmental report. The development subcommittee will present to their recommendations to full DDA Board at the February DDA meeting.
- The Main/West intersection is planned for Fall 2012; Matt may ask to pull ahead 7 spaces from that project on North Street to April 2012.
- Matt also discussed the various parking strategies he has been working on, including the proposed parking structure.

Call to the Public

Susan Walters-Steinacker noted that if the PSD boundaries are changed, there cannot be anyone on board not in district. Also, one PSD Board member has to be a resident and vacancies have to be published by Council. She indicated she will be filing a complaint because according to the City Charter, board members cannot be soliciting for money.

Kelly O' Malley (representing Impulse) noted there will be a check presentation from Impulse to Love, Inc. on Thursday, 2/9, at an open house at Impulse from 6-8 p.m.

Adjournment 9 a.m.

Motion by: Shawn Pipoly

Seconded by: Cheryl Mayday

Motion passed unanimously

Next PSD board meeting — **Tuesday, March 6, 2012 -7:30 a.m.**

Respectfully submitted,

Claudia Roblee, Secretary