

**City of Brighton**  
**Principal Shopping District Board Meeting Minutes**  
**Tuesday, July 16, 2014 8:00 a.m. Regular Session (Rescheduled from 7/8/2014)**

1. Meeting called to order by Mark Binkley at 8:01 a.m.

Those in Attendance:

Mark Binkley	Y	Lisa Nelson	Y
Nick Palizzi	N	Thaddeus McGaffey	Y
John Okoniewski	Y (left at 9:00)	Shanda Willis	N
Sheryl Kemmerling	Y	Steve Pilon	N
Annette Jacoby	Y		

Staff:

Matt Modrack  
Lauri French  
Jen Ling

Audience: 0

Motion by Lisa Nelson, seconded by John Okoniewski, to excuse the absence of Steve Pilon.  
Motion carried 6-0-3.

2. **Approval** of July 16, 2014 agenda

Motion by John Okoniewski, seconded by Thaddeus McGaffey, to approve the July 16, 2014 agenda.  
Motion carried 6-0-3.

3. **Approval** of June 3, 2014 Regular Meeting Minutes

Motion by Thaddeus McGaffey, seconded by Sheryl Kemmerling, to approve the June 3, 2014 regular meeting minutes.  
Motion carried 6-0-3.

4. **Approval** of June 10, 2014 Special Meeting Minutes

Motion by John Okoniewski, seconded by Thaddeus McGaffey, to approve the June 10, 2014 special meeting minutes.  
Motion carried 6-0-3.

5. **Approval** of June 2014 Taste of Brighton Financial Report

Motion by Lisa Nelson, seconded by Annette Jacoby, to approve the June 2014 PSD and Taste of Brighton financial reports.  
Motion carried 6-0-3.

6. Call to the Public was made at 8:15, and was closed after hearing no response.

7. New Business

a. The Board discussed allocating funds for Jazz @ The Pond marketing expenses. The goal is to build up Wednesday nights downtown. The restaurant group will be paying for a lot of it. Lauri French will see if they want to work on getting a grant for this in the future. John Okoniewski thinks we should allocate the \$1,000 they are asking for.

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Motion by John Okoniewski, seconded by Thaddeus McGaffey, to allocate \$1,000 to 2 Stones Events for Jazz @ The Pond marketing expenses.

Motion carried 6-0-3.

b. The Board talked about how to improve outreach in PSD marketing efforts for the service businesses (non-retailers and restaurants). There are a lot of service businesses in the PSD, and they help make our downtown more diverse. We need to find a way to put more emphasis on these types of businesses. Jen Ling will prepare a list of service businesses for the August PSD Board meeting. The Board has talked about having some sort of kiosk near the Mill Pond listing these businesses. Maybe have one in the local hotels too? At Mt. Brighton and the Legacy Center as well? We will have Tim Turner with LunaTech present some prices to the Board to further discuss. Maybe we can put together an advertising campaign for downtown? Possibly look into co-op radio/Marketeer ads? Partnering complementary businesses in a doughnut ad was talked about. Mark Binkley will ask WHMI and The Marketeer to put together some proposals for co-op service business ads. They will try to start this in January of 2015.

c. A discussion took place regarding allocation of the FY 14-15 budget. This may end up being a separate meeting in itself. Regarding SELCRA, right now they have two events downtown that require no money from us. Matt Modrack will find out what they need from us regarding the summer SELCRA events. We can help market these. Regarding holiday shopping, we will need to take a closer look at the numbers and the plan. The idea of having a marketing research consultant coming in to tell us how to make our vision come to life was talked about.

Motion by Thaddeus McGaffey, seconded by Lisa Nelson, to allocate \$1,000 to SELCRA summer events and let SELCRA decide the best way to spend it.

Motion carried 6-0-3.

#### 8. Old Business

a. The 2014 Taste of Brighton event was talked about, and so far, there has been overall good feedback. Thaddeus McGaffey said a survey would soon be going out to the participating merchants. He also said that looking to next year, the Committee will start talking to potential sponsors earlier.

b. Discussions have been taking place with Mt. Brighton, the Legacy Center and Lake Trust Credit Union regarding their involvement with PSD events and what their expectations are for participation. It was mentioned that Eric Simon with Mt. Brighton said that since they were not able to be at A Taste of Brighton to highlight their restaurant, it was a deal breaker for their participation in that event for 2014, as promoting the restaurant is their top priority for this year. They do, however, want a healthy downtown, and are open to having a downtown Brighton way-finding sign at their location. Matt Modrack said that the Legacy Center is also willing to put a directional sign up for downtown Brighton, but we will need to go through the proper channels, as this would be on county property. Lauri French will schedule a meeting with Katherine Callicut at Lake Trust Credit Union to discuss a partnership. Katherine said they would love to see some sort of standing discount for their employees with some of the merchants. Maybe we can do some sort of coupon book?

#### 9. Liaison Reports:

a. City Council (Shanda Willis) - None

b. Chamber of Commerce (Jen Ling) - Reminder about the Fine Art & Acoustic music Festival coming up August 1-3.

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c. DDA (Matt Modrack) None

10. Board Member Updates: None

11. Staff Updates: - Matt Modrack reported that the Taste of Brighton attendance was estimated by the Police Department at 5,000 on Friday night and 6,000 on Saturday.

12. Call to the Public was made at 9:10, and was closed after hearing no response.

13. Motion by Lisa Nelson, seconded by Sheryl Kemmerling, to adjourn the meeting at 9:10 a.m.  
Motion carried 5-0-4.

Respectfully submitted,

Jen Ling, Recording Secretary  
July 24, 2014

**Next regular PSD board meeting – Wednesday, August 6, 2014 – 7:30 a.m. (changed from Tuesday to Wednesday due to the primary election on August 5, 2014)**