

City of Brighton
Principal Shopping District Board Meeting Minutes
Tuesday, June 4, 2013– 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 arrived 7:58
Claudia Roblee	Y	Nick Palizzi	Y
Cheryl Mayday	Y	John Okoniewski	N
Sheryl Kemmerling	Y	Peggy Mintz	Y arrived 7:40
Thaddeus McGaffey	Y arrived 7:38		

Nick Palizzi moved to excuse John Okoniewski, Sheryl Kemmerling seconded, passed unanimously

Staff:

Matt Modrack

Jen Ling

Audience:

3

Approval of the June 4, 2013 Agenda

Additions:

6h Chamber of Commerce/PSD contract and 2 Stones Contract

6i Power Aid Soccer Tournament

Motion by: Thaddeus McGaffey

Seconded by: Nick Palizzi

Motion passed unanimously

Approval of the May 7, 2013 Meeting Minutes

Were not approved due to absences at the beginning of the meeting

Motion by:

Seconded by:

Motion

Approval of the May 2013 Financial Report

Motion by: Sheryl Kemmerling

Seconded by: Peggy Mintz

Motion passed unanimously

Call to the Public – No response

New Business

Topic: Advertising opportunities in the Press & Argus publications – Carli Wood

Discussion: Carli Wood was not present.

Topic Consider allocation of funds not to exceed \$900 for Taste of Brighton banner and installation

Discussion: Replicate billboard with presenting sponsor. Both sides. Copy should be approved by Taste of Brighton committee. Website is Tasteofbrighton.com

Motion: Allocate funds up to \$900. Matt Modrack will send to printer then send proof to TOB committee.

Motion by: Peggy Mintz

Seconded by: Nick Palizzi

Motion passed unanimously

Topic: Consider allocation of funds not to exceed \$900 for a generic Downtown Brighton banner to be used between events.

Discussion: Will need for wintertime. Need designs to come back in July.

Motion: Move to table

Motion by: Thaddeus McGaffey

Seconded by: Nick Palizzi

Motion passed unanimously

Topic: Consider approval and allocation of funds for Taste of Brighton ad campaign from WHMI

Discussion: Proposal in packet. 10 day blitz. 66 commercials. WHMI at Taste of Brighton. Thought was that this seems high but it is a merchant driven event.

Motion: Move to approve as presented at \$3360

Motion by: Nick Palizzi

Seconded by: Thaddeus McGaffey

Motion passed unanimously with Cheryl Mayday abstaining

Topic: Consider approval and allocation of funds for proposed “Taste of Brighton” addition to Adams “Shop. Dine” billboard

Discussion: For \$600 Adams will change out “shop dine” bill board and put up Taste of Brighton

Motion: Moved as presented

Motion by: Thaddeus McGaffey

Seconded by: Peggy Mintz
Motion passed unanimously

Topic: Consider allocation of funds for Jazz @ The Pond promotion

Discussion: Flyer was in packet. Matt Modrack suggested to leverage 2 Stones' efforts for this new event. The 2 Stones Events have already bought advertising.

Motion: Allocate up to \$1500 to support with bills being submitted by 2 Stones. To be used for Press & Argus, EMU and print or banner.

Motion by: Nick Palizzi

Seconded by: Sheryl Kemmerling

Motion unanimous with recuse from Claudia Roblee, Cheryl Mayday and Thaddeus McGaffey as they are sponsors

Topic: Discuss DIA "Inside|Out" Program promotion and possible PSD contribution

Discussion: Claudia Roblee gave rundown on events

Motion: Allocate \$1500 towards DIA Inside/Out Program using PSD logo

Motion by: Thaddeus McGaffey

Seconded by: Sheryl Kemmerling

Motion passed unanimously

Topic: Chamber of Commerce/PSD contract and 2 Stones Events

Discussion: Thaddeus McGaffey reviewed the contract. Not looking to dip into PSD budget. All monies will be paid by participants. Looked at money coming in and sponsorships as well as expenses. May be possibility that PSD will have to pay for something. Need to have contracts signed. Matt Modrack will investigate \$4000 the chamber has from Summerfest from 3 years ago.

Motion: To approve both contracts to go to Dana Foster to sign.

Motion by: Claudia Roblee

Seconded by: Lisa Nelson

Motion approved unanimously

Topic: Power-Ade soccer tournament

Discussion: Did this 3 years ago. Matt Modrack suggested putting signs on fields directing people to downtown. Matt will get some costs together and get back in July.

Old Business

Topic: Discuss Tour de Cure bag stuffers (restaurant and store brochures)

Discussion: Jen Ling says they are pretty sure they are not doing bag stuffers.

Topic: Feedback from merchants who manned the Women's Expo booth for next year's planning (Jen Ling)

Discussion: Per Jen Ling, overall merchants were happy. Jen got no negative feedback.

Topic: Consider appointment of Barb Binkley and Alex Cabildo as co-chairs for committee to plan next year's Women's Expo booth for Downtown Brighton

Discussion:

Motion: Name Barb Binkley and Alex Cabildo as co-chairs for 2014 Women's Expo committee

Motion by: Peggy Mintz

Seconded by: Lisa Nelson

Motion passed unanimously

Topic: "Taste of Brighton & Summerfest Sidewalk Shopping" update (Thaddeus McGaffey)

Discussion: Already discussed.

Topic: Results of Staff investigation into security costs for pavilion/Imagination Station (Matt Modrack)

Discussion:

Move to July agenda

Topic: Discuss findings for directional signs at Tridge for businesses on Grand River (Matt Modrack)

Discussion: Moved to July Agenda

Liaison Reports

- a. City Council (Claudia Roblee) DIA report and DBD ordinance
- b. Chamber of Commerce Thank you for sponsorship of DIA event

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- c. DDA (Matt Modrack) Working with city manager on pavilion security.
- d. Millpond Design Plan Subcommittee (Claudia Roblee) Met with PEA.

Board Member Updates - Thaddeus McGaffey changed brokerage houses.

Staff Updates

June 20-Fifth Third Bank open house from 5-7 p.m. to look at improvements at bank and presentation of theatre.

Call to the Public

George Moses- Shop Local Saturdays ads Marketeer. This Saturday is 27th Fishing Derby.

Adjournment 9:12 a.m.

Motion by: Nick Palizzi

Seconded by: Peggy Mintz

Motion unanimously

Next PSD board meeting – **Tuesday, July 9, 2013** – 7:30 a.m.

Respectfully submitted,

Claudia Roblee, Secretary