

City of Brighton
Principal Shopping District Board Meeting Agenda
Tuesday, March 1, 2011 – 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 N	Arthur Des Gravise Y
Cheryl Mayday Y	John Okoniewski Y

Lisa Nelson moved and John Okoniewski supported a motion to excuse Nick Palizzi.
Motion passed unanimously.

Staff:

Matt Modrack

Audience:

4

Approval of the March 1, 2011 Agenda

Motion by: John Okoniewski
Seconded by: Art Des Gravise
Motion passed unanimously

Approval of the February 1, 2011 Meeting Minutes

Motion by: Shawn Pipoly
Seconded by: Cheryl Mayday
Motion passed unanimously

Approval of the February 2011 Financial Report

Shawn Pipoly asked if for 2011-2012 we might be able to get by on \$15,000 because of DDA Budget constraints. Mark Binkley stated we can talk more about that under the 2011 advertising item.

Motion by: Shawn Pipoly
Seconded by: Lisa Nelson
Motion passed unanimously

Call to the Public

No Response

New Business

Topic: “Envision Brighton” World Café Presentation (Claudia Roblee)

Discussion: Claudia Roblee gave the Community Vision report. It was suggested by Mark Binkley that this Community Vision Report along with all the suggestions from the participants be used as a guide for the board for decisions and while budgeting.

Motion: None

Motion by:

Seconded by:

Motion

Topic: Parking Enforcement Policy Subcommittee (Mark Binkley)

Discussion: Mark stated that he has started a plan for merchant and restaurant employees to use the out lots for parking and to set up 2-hour parking spaces in the closer lots. He requested that one of us from each block be on a subcommittee to finish this up. Matt Modrack reported that the DDA has built 100 additional spaces by design to help with this issue in the last 3 years and now that we have the new restaurants open these spaces are even more important. He has been working on a brochure that will outline employee parking suggestions for the merchants and restaurants and would like to meet with the committee to go over this if this is what the committee chooses. The subcommittee was designated as Mark Binkley, Claudia Roblee, and Nick Palizzi. Matt would like to set up a meeting as soon as possible with this committee as soon as brochures are done. There was concurrence on this.

Motion: None

Motion by:

Seconded by:

Motion

Old Business

Topic: Merchant advisory committee update: Merchant driven promotions (Claudia Roblee/Lisa Nelson)

Discussion: Claudia reported that 5 merchants were asked to be a part of this committee and they were not interested. Claudia suggested that there were enough merchants on this board to form a subcommittee to look at the high holy days of shopping and figure out events to go with them. She reported that she and Matt had a discussion about this and came up with several ideas for the committee. Claudia Roblee, John Okoniewski, Mark Binkley and Lisa Nelson will be on this committee. Matt Modrack said this needs to be done as soon as possible; he would like to meet with the committee and will have Lauri send out dates for a meeting when she gets back.

Motion: None

Motion by:

Seconded by:

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Topic: Marketing Subcommittee report: Outdoor Café Advertising Budget Discussion (Nick Palizzi/Matt Modrack)

Discussion: Matt Modrack reported that the restaurant group would like to have advertising on WHMI and a couple of magazines like last year.

Motion:None

Motion by:

Seconded by:

Motion

Topic: 2011 Advertising (Mark Binkley)

Discussion: Mark Binkley discussed the Chamber events, the restaurant group and other types of advertising. Claudia Roblee asked if some monies could be put aside for the Shop Local Saturday campaign. Everyone agreed that campaign was a good one for last year and should be done again this year. Mark and the subcommittee will be looking at these items.

Motion: None

Motion by:

Seconded by:

Motion

Liaison Reports

City Council (Claudia Roblee) Council is in budget mode.

Chamber: (Mark Binkley) Closed on the Mellus Hospital site. There will be a transition time.

DBMA: (Lisa Nelson) Transition is under way with the subcommittee being formed today.

DDA: (Shawn Pipoly) Closed on old Chamber building, solid offer on Mexican Jones site.

Main Street Program Update (Claudia Roblee) Will have Lauri send out next Main Street Meeting dates. Matt Modrack said that we should have the Main Street people from the state in soon to give presentations to PSD and DDA as well as Council.

Board Member Updates

None

Staff Updates

(Matt Modrack)

Suggested that we all look at stats Lauri provided from Web site. Lots of info there.

Call to the Public

Thaddeus McGaffey requested that he be on the Merchant advisory subcommittee. He is very interested in working with us and wants to be involved and help wherever he can.

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Adjournment 9:00 a.m.

Motion by: John Okoniewski

Seconded by: Shawn Pipoly

Motion passed unanimously

Respectfully submitted,

Claudia Roblee, Secretary

Next PSD board meeting – Tuesday, April 5, 2011 – 7:30 a.m.