

City of Brighton
Principal Shopping District Board Meeting Minutes
Tuesday, June 2, 2015 7:30 a.m. Regular Session

1. Meeting called to order by Mark Binkley at 7:31 a.m.

Those in Attendance:

Mark Binkley (left at 9:00 a.m.)	Y	Lisa Nelson	Y
Nick Palizzi	N	Jon Innes	Y
John Okoniewski	Y	Steve Pilon	N
Sheryl Kemmerling	Y	Shawn Pipoly	Y
Annette Jacoby	Y		

Motion by Shawn Pipoly, seconded by Sheryl Kemmerling, to excuse the absences of Nick Palizzi and Steve Pilon. The motion carried 7-0-2.

Staff:

Matt Modrack, Lauri French, Jen Ling

Audience: 7

2. **Approval** of June 2, 2015 agenda

Motion by John Okoniewski, seconded by Lisa Nelson, to approve the June 2, 2015 agenda. The motion carried 7-0-2.

3. **Approval** of April 7, 2015 Regular Meeting Minutes

Motion by Shawn Pipoly, seconded by John Okoniewski, to approve the April 7, 2015 regular meeting minutes. The motion carried 5-0-2-2 with two absences and Jon Innes and Annette Jacoby abstaining.

4. **Approval** of May 6, 2015 Regular Meeting Minutes

Motion by Shawn Pipoly, supported by Jon Innes, to approve the May 6, 2015 Regular Meeting Minutes. The motion carried 5-0-2-2 with two absences and John Okoniewski and Lisa Nelson abstaining.

5. **Approval** of May 2015 PSD Financial Report

Motion by Shawn Pipoly, seconded by Sheryl Kemmerling, to approve the May 2015 PSD Financial Report.

6. Call to the Public was at 7:39 a.m. Stephan Cogler with Power to the Grid and John Ivers with Modern Content discussed their Power to the Grid program, and told the Board about their Ribbon Cutting event at Brewery Becker, happening June 10.

7. New Business

A. City of Brighton Planning and Zoning Director, Amy Cyphert, told the Board about development activity happening in the City of Brighton. She gave an update including Northridge Woods Condos, Fitwall, Yogurtopia, Caretel Inns, the Eberspaecher expansion, the Brighton Commercial Center and TG Fluids.

B. Jimmy Banish with The Legacy Center gave an update about their Phase 2, and said they are starting to pour the footings this week. He talked about their plans to run a shuttle from The Legacy Center to the Brighton Courtyard by Marriott and to downtown Brighton during the Powerade tournament. Their objective is to get people to park off-site. They need nothing from the PSD for running this shuttle. They see a great reflection on their part to show their guests what is offered downtown. Also, Jimmy noted that the PSD partnership with The Legacy Center will need to renew in August. The Board discussed boosting the PSD sponsorship level.

Motion by Shawn Pipoly, seconded by Lisa Nelson, to purchase the "Complete Branding – Field Sponsorship" advertising package with The Legacy Center for \$5,500 for the year. Motion passed 7-0-2.

C. Thaddeus McGaffey advised that the Taste of Brighton planning committee will discuss the WHMI ad campaign proposal and will coordinate it with Mindy Tessmar.

8. Old Business

A. Lauri French mentioned that she and Matt Modrack had a meeting with Police Chief Tom Wightman regarding Ladies Night Out. This event has gotten much bigger than it used to be, and a few adjustments need to be made to accommodate. Going forward, a Civic Event Application will need to be filled out for Ladies Night Out. The police will start ticketing anyone who walks out of the stores with a drink in their hand. The merchants will be made aware of this, and will be encouraged to have someone manning any areas where alcohol is given away, and at the door reminding people they cannot walk outside with drinks. Jen Ling also said she would give the merchants some "no alcohol beyond this point" signs to hang on their door during the event as well.

B. Thaddeus McGaffey gave an update about A Taste of Brighton. He said the festival has been nominated again for Best Festival in Michigan on the Detroit A List, along with many downtown businesses that have been nominated in their respective categories. So far, there is higher participation in the event than the previous years. The budget is, however, tight, and the event is down about \$3,400. The committee is hoping to make up for this with sponsors, but is not sure they will get there. There is a committee meeting June 3, and things are moving along well.

C. The Board discussed construction signage for when the Spencer Road bridge is closed. There is a lot of traffic on Grand River during the day, and the freeway is getting really backed up, even in the middle of the day. Prices for signage are as follows: 5X5 corrugated plastic is \$1428, and 8X4 is \$1668. They discussed putting signs off of exit 145 and in front of Bar None, with permission from the property owners. The board allocated money for construction signs at a previous meeting and directed Matt Modrack

and Mark Binkley to obtain permission to post signs on private property and to order six 5' x 5' signs. Mark will work with W4 on the artwork for the signs.

9. Liaison Reports

A. City Council (Shawn Pipoly) – Shawn talked about the a few hiccups with underground contamination at the Granger Site (where the senior complex is planned to go) at First and Main and Second and Cross Street. This area needs a serious utility upgrade, and will be a huge downtown neighborhood improvement when it is done.

B. Chamber of Commerce (Sophia Freni) – Sophia told the Board about the Chamber Golf Classic on June 23 at The Majestic golf course in Hartland. She said they are still looking for golfers. She also provided a list of dates for the downtown Chamber civic events, and mentioned that she is also trying to stay on top of the construction for Chamber events.

C. DDA (Matt Modrack) – Matt mentioned that we need a new ordinance drawn up for parking enforcement. There have been several issues with this that need to be worked out. He would also like to have some parking brochures and with maps put together to be handed out to local business employees. He will be looking further into this. Matt also said the CSX lot is pretty much on time. There is also a bid opening for the Dairy Mart lot demo today. They are also looking at parking deck options for the future.

10. Board Member Updates – None

11. Staff Updates – None

12. Call to the Public was at 9:13, and was closed after hearing no response.

13. Motion by Shawn Pipoly, seconded by Jon Innes, to adjourn the meeting at 9:13 a.m. The motion carried 6-0-3.

Respectfully submitted,

Jen Ling, Recording Secretary
July 5, 2015

Next regular PSD board meeting –Tuesday, August 4, 2015 – 7:30 a.m.