

**City of Brighton  
Principal Shopping District Board Meeting Minutes  
Tuesday, February 5, 2013– 7:30 a.m.  
Regular Session**

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

Those in Attendance:

Mark Binkley	y	Lisa Nelson	y
Claudia Roblee	y	Nick Palizzi	y
Cheryl Mayday	y	John Okoniewski	y
Sheryl Kemmerling	n	Peggi Mintz	arrived 7:37
Thaddeus McGaffey	y		

Nick Palizzi made a motion, supported by John Okoniewski, to excuse Sheryl Kemmerling. Motion passed 6-0-3

Staff:

Matt Modrack  
Lauri French

Audience: 7

**Approval of the February 5, 2013 Agenda**

Lauri French noted that the date for the Ladies Night should be should be May 2, not May 5.

Motion by: Nick Palizzi

Seconded by: Lisa Nelson

Motion passed 6-0-3 to approve the agenda as amended.

**Approval of the January 8, 2013 Meeting Minutes**

Lauri French noted that the State of the Chamber date on page 4 should be February 28, not January 28.

Motion by: Nick Palizzi

Seconded by: John Okoniewski

Motion passed 5-0-4 with abstentions by Lisa Nelson and Claudia Roblee to approve the minutes as amended.

**Approval of the January 2013 Financial Report**

Motion by: Thaddeus McGaffey

Seconded by: John Okoniewski

Motion passed 7-0-2

### **Call to the Public**

Call to the Public was made at 7:40 a.m. George Moses said the Valentine's Day banner across Main street was unreadable and should be re-done next year using contrasting colors.

### **New Business**

Topic: Wednesday Night Summer Jazz Series – Cal & Whitney Stone (Two Stones)

Discussion: Cal and Whitney Stone presented the idea of bringing Jazz to the Mill Pond on Wednesday nights during summer. They want it to be family friendly and casual. Would try to incorporate educational aspect by having musicians speak at COBACH about music. Looking for sponsorships. They were looking for feedback about only jazz. They will be talking to restaurant groups for participation. They have a marketing program set up. Whitney Stone will send details to Lauri French to send out to the PSD board.

The Wednesday Night Jazz Series concept was supported by the board.

Motion: None

Motion by:

Seconded by:

Motion

Topic: Consider banner request from VINA Community Dental Center

Discussion: Dr. Bonine gave a presentation on VINA. VINA was established to provide dental care to the less fortunate. They are asking for banner space for fundraiser. Suggested another banner area for community promotion.

Mark Binkley explained that the PSD board created a policy to use the banner for only downtown events. Since the VINA auction is not a downtown event and does not fit the policy, the board regrettably denied allowing a banner across Main St. for the VINA fundraiser.

Lauri French was directed to send a request to the high school to post the auction on their lighted message board. The auction information will also be put on the Downtown Brighton Facebook page and on the Community Calendar on the PSD website.

### **Old Business**

Topic: Continue discussion of 2013 events

Discussion:

1 Valentine's Day ad campaign (Mark Binkley/Jen Ling)

Marketeer ads are in February edition. Mark Binkley presented the script and costs for a WHMI promotion. The board was requested to allocate \$840 for 30 second commercials 4 times a day for 8 days. There were a few suggested changes to the script which Mark will relay to Mindy Tessmar at WHMI.

Moved by Nick Palizzi, supported by Peggi Mintz, to approve the WHMI proposal and allocate \$840 for the Valentine's Day ad campaign. Motion passed 8-0-1.

2 Polar Plunge banner design (Nick Palizzi)

Nick Palizzi explained that he was trying to do a design that is reusable. W4 signs suggested doing the banner in three sections, keeping the middle section constant and changing the two end sections' dates and business names, with the three sections connected with grommets. W4 advised this type of sign would be a couple of hundred dollars more expensive than the standard banner but they would pick up the difference for the Polar Plunge banner in exchange for having their name listed on the banner along with the merchants.

3 Ladies Night – May 2, 2013 (Jen Ling)

Jen Ling presented what was done for the December Ladies Night. She is working with merchants to plan May's event. She sent an email inviting merchants to one of two meetings (9:00 a.m. or 2:00 p.m.) on February 22 to get input so we can start planning the event. Jen will have more info at the March PSD meeting after the merchant meetings are held.

4 "Taste of Brighton" discussion (Thaddeus McGaffey)

Thaddeus McGaffey presented ideas that came from a merchant meeting attended by about twelve people about this. Merchants said that Summerfest/sidewalk sales was still important. Americana is gone. The idea is to have Downtown cordoned off in order to have alcohol on the streets. A non-profit is needed to work with for liquor license. The second or third weekend in July is targeted for this event. Nick Palizzi has spoken to Chief Wightman and Lt. Westendorf about cordoning off downtown. There would be food/music pods with merchants in between for sidewalk sales. There were many questions raised about merchant liability. Nick Palizzi stated there needs to be nearly 100% support and commitment to this activity.

Motion by Thaddeus McGaffey, supported by Lisa Nelson, to have the PSD board sanction the "Taste of Brighton and Summer Sidewalk Sales" event so that planning can proceed. Motion carried 8-0-1.

5 Flyer/logo targeted to womens events (Nick Palizzi)

Womens Expo in May was brought up. Nick Palizzi presented a proposed brochure featuring stores targeted for women. He used a logo similar to the dining logo but with "Set trends. Be scene". Matt Modrack suggested that this would be establishing our vital retail for women. See if we can find out how to use these brochures as bag stuffers for Womens Expo. Staff will find out if this can be done. Nick Palizzi received ideas about some verbiage changes. He will send the revised draft brochure to Lauri French to forward to the PSD board members and this topic will be discussed at the March PSD meeting.

6 Proposed SELCRA events (Matt Modrack)

Matt Modrack reported he is working with Derek Smith to put together new events, including for the "stroller crowd". "Play date at the Mill Pond" is one of the proposed new events. Matt Modrack will bring back more information at the March PSD meeting.

7 Event "gaps" (Matt Modrack)

Committed to full schedule of events. Will discuss at next meeting.

8 New event banners (Matt Modrack)

Banners will be discussed next month.

Motion:

Motion by:

Seconded by:

Motion

Topic: Continue discussion of 2013 brochure printing and distribution options

Discussion: Defer to next month.

Topic: Continue possible S.A.D. discussion

Discussion: Defer to next month.

Liaison Reports

City Council: (Claudia Roblee) - Quota liquor license will be discussed at the February 7 Council meeting.

Chamber: Sophia Freni thanked the PSD board for their support in 2012 and noted that their events in 2012 were succesful. Gave dates for events this year.

DDA: (Matt Modrack) – No report

Millpond Design Plan Subcommittee (Claudia Roblee) - No report

### Board Member Updates

Cheryl Mayday feels the Polar Plunge should not be a PSD sanctioned event. Arguments were made for and against this, and it was noted that the Board voted to allocate money for the Polar Plunge banner at last month's PSD meeting.

Mark Binkley talked about partnering with hotels and Mt. Brighton for cross promoting to help raise money. He asked the board members to think about this for discussion at the March meeting.

Thaddeus McGaffey brought up the Great Start Livingston Diaper Drive to be held in April and asked if the PSD would participate this year. There was discussion about whether this was beneficial to the merchants and the consensus of the board was to pass this year.

### Staff Updates

Lauri French went to small claims court for non-payment of \$800 for the December 2011 billboard co-op ads. The City won its judgment against Madison Alexis, who will have to pay \$150 each month beginning March 1, 2013 (plus \$57 in court costs) until paid off.

Call to the Public  
No response

Adjournment 9:37  
Motion by: Nick Palizzi  
Seconded by: Peggi Mintz  
Motion passed 8-0-1.

Next PSD board meeting —**Tuesday, March 5, 2013** - 7:30 a.m.

Respectfully submitted,

Claudia Roblee, Secretary