

City of Brighton
Principal Shopping District Board Meeting Agenda
Tuesday, December 7, 2010 – 7:30 a.m.
Regular Session

1. Call to Order/Roll Call
2. *Approval* of December 7, 2010 Agenda
3. *Approval* of November 3, 2010 Meeting Minutes
4. *Approval* of November 2010 Financial Report
5. Call to the Public
6. New Business
 - Approve 2011 Meeting Dates
7. Old Business
 - Walking map status (Nick Palizzi)
 - Marketing Subcommittee report
 - Outdoor Café Advertising (Nick Palizzi)
 - 4th Quarter Advertising (Mark Binkley)
 - World Café Process Subcommittee report (Claudia Roblee)
 - ContactWorks Update (Lauri French)
8. Liaison Reports:
 - City Council (Claudia Roblee)
 - Chamber of Commerce (Mark Binkley)
 - Downtown Brighton Merchants Association (Lisa Nelson)
 - DDA (Shawn Pipoly)
 - Main Street
9. Board Member Updates
10. Staff Updates (Matt Modrack)
11. Call to the Public
12. Adjournment

Next PSD board meeting – Tuesday, January 4, 2011 – 7:30 a.m.

City of Brighton
Principal Shopping District Board Meeting Agenda
Tuesday, December 7, 2010– 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 Arrived 7:35
Claudia Roblee Y	Shawn Pipoly Y
Nick Palizzi N	Arthur Des Gravise Y
Cheryl Mayday Y	John Okoniewski Y

Staff:

Matt Modrack, Lauri French

Audience:

2

Approval of the December 7, 2010 Agenda

Motion by: John Okoniewski

Seconded by: Art Des Gravise

Motion passed unanimously

Approval of the November 3, 2010 Meeting Minutes

Motion by: Shawn Pipoly

Seconded by: Claudia Roblee

Motion passed unanimously

Approval of the Financial November 2010 Report

Motion by: John Okoniewski

Seconded by: Shawn Pipoly

Motion passed unanimously

Call to the Public

No response

New Business

Topic: Approve 2011 Meeting Dates

Discussion: Rescheduling the April meeting because if falls in Spring Break and July meeting came up for discussion.

Motion: Meeting dates approved with direction to move July 5th meeting to July 12th 2011

Motion by: Shawn Pipoly

Seconded by: Lisa Nelson

Principal Shopping District Board Meeting Minutes

December 7, 2010

Page 2 of 3

Motion passed unanimously

Old Business

Topic: Walking map status (Nick Palizzi)

Discussion: Lauri French reported that she has forwarded all changes she has received to Nick.

Motion: None

Motion by:

Seconded by:

Motion

Topic: Marketing Subcommittee report

- Outdoor Café Advertising (Nick Palizzi)

Discussion: Matt Modrack presented the sketches for new PSD Logo that he and Nick have been working on.

Motion: None

Motion by:

Seconded by:

Motion

Topic: 4th Quarter Advertising (Mark Binkley)

Discussion: Mark Binkley presented the billboard co-op ads saying this promotion was very well received by merchants and that the cost to merchants will be lowered because of participation.

Mark will make phone call to company that did garlands and bows to have them fixed.

Motion: None

Motion by:

Seconded by:

Motion

Topic: World Café Process Subcommittee report (Claudia Roblee)

Discussion: Claudia Roblee reported that everything is on schedule and under budget. Press releases have been done as well as notification to merchants. Lauri showed where on the downtown Brighton website registration could be done.

Motion: None

Motion by:

Seconded by:

Motion

Topic: ContactWorks Update (Lauri French)

Discussion: Lauri gave a presentation on the ContactWorks application on the downtown Brighton website. Merchants will be able to go in and put in their own business info into the system. February was talked about as a time to give the merchants a seminar on how to do this as well as an update on the PSD and Main Street.

Motion: None

Motion by:

Principal Shopping District Board Meeting Minutes

December 7, 2010

Page 3 of 3

Seconded by:

Liaison Reports

City Council: (Claudia Roblee) Nothing to report

Chamber: (Mark Binkley) Discussion took place about the Chamber presentation of the monthly events. Mark Binkley and Lisa Nelson felt that Art Fair should stay on Main Street. PSD will have to look at how much they will want to spend on marketing the events and to come up with a plan to pull people into the stores during the events.

Motion: To affirm for Chamber their new event schedule as presented

Motion by: Claudia Roblee

Seconded by: John Okoniewski

Motion passed unanimously

DBMA: (Lisa Nelson) Ladies night went well. Men's night is this Thursday. Lisa discussed the possibility of doing something with the Heart Association in February.

DDA: (Shawn Pipoly) Matt Modrack reported that many things are happening with the DDA. The development committee has been looking at new projects.

Main Street: Claudia Roblee reported that the DDA approved funding for a Main Street intern at their last meeting. Claudia, Shawn Pipoly and Tim Corrigan attended the Howell Main Street training session. We will be applying for the select Main Street level in May.

Board Member Updates

None

Staff Updates: (Matt Modrack) None

Call to the Public

George Moses suggested that events happen all over town and not just in Main Street area as was done in the past. He offered his help in any way he could.

Adjournment at 9:30 a.m.

Motion by: Claudia Roblee

Seconded by: Lisa Nelson

Motion

Respectfully submitted,

Claudia Roblee

PSD Secretary

Next PSD board meeting – Tuesday, January 4, 2011 – 7:30 a.m.