

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

1. Call to Order/Roll Call
2. *Approval* of September 7, 2010 Agenda
3. *Approval* of August 4, 2010 Meeting Minutes
4. *Approval* of August 2010 Financial Report
5. Call to the Public
6. New Business
 - PSD logo update discussion
7. Old Business
 - Funding alternatives subcommittee report
 - Walking map status (Nick Palizzi)
 - W4 Art Festival vinyl at Heirloom (Matt Modrack)
 - Marketing Subcommittee report
 - Farmers Market/Shop Local Saturdays Report (Claudia Roblee)
 - Outdoor Café Advertising (Nick Palizzi)
 - 4th Quarter Advertising
 - World Café Process Subcommittee report
 - ContactWorks
8. Liaison Reports:
 - City Council (Claudia Roblee)
 - Chamber of Commerce (Mark Binkley)
 - Downtown Brighton Merchants Association (Lisa Nelson) – Summerfest Recap
 - DDA (Shawn Pipoly)
9. Board Member Updates
10. Staff Updates
11. Call to the Public
12. Adjournment

Next PSD board meeting – **Tuesday, October 5, 2010 – 7:30 a.m.**

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

Meeting called to order by Mark Binkley at 7:34 a.m.

Those in Attendance:

| | |
|------------------|----------------------|
| Mark Binkley Y | Lisa Nelson Y |
| Claudia Roblee Y | Shawn Pipoly N |
| Nick Palizzi N | Arthur Des Gravise Y |
| Cheryl Mayday N | John Okoniewski Y |

Claudia Roblee made the motion to excuse Nick Palizzi since he notified Lauri French that he would be unable to attend today's meeting. John Okonieski supported. Motion passed unanimously.

Staff:

Lauri French
Matt Modrack until 8:30

Audience:

1

Approval of the September 7, 2010 Agenda

Motion was made to add agenda item under new items additional 4th quarter merchant program for extended hours promotion by Claudia Roblee.

Motion by: To approve agenda as amended by Lisa Nelson

Seconded by: John Okoniewski

Motion passed unanimously

Approval of the August 4, 2010 Meeting Minutes

Motion by: Claudia Roblee

Seconded by: Lisa Nelson

Motion approved unanimously

Approval of the August 2010 Financial Report

Motion by: John Okoniewski

Seconded by: Lisa Nelson

Motion passed unanimously

Call to the Public

Susan Walters-Steinacker stated that Arthur Des Gravise should have abstained from approving the minutes of August 4th, 2010 since he was not in attendance.

New Business

Topic: PSD logo update discussion

Discussion: The Downtown PSD Logo is 5 years old and it is suggested by business wisdom to refresh/update logos every 5-7 years. The question was brought up if we should hold off and use Main Street Logo once we become Main Street Select City. It was decided it was time to update depending on cost. It was suggested that we use same designer that did the Restaurant logo.

Motion: Allocate up to \$500.00 to refresh logo and have designer meet with subcommittee.

Motion by: Claudia Roblee

Seconded by: Lisa Nelson

Motion passed unanimously

Topic: Merchant 4th Quarter extended hours campaign

Discussion: Mark Binkley stated that he would like to see 2/3 to 3/4 of the merchants commit to extended hours possibly until 8 on Thursday and Friday and open Sundays from Holiday Glow until Christmas. Matt Modrack suggested that this also be thought about next summer during the café promotion. Lisa Nelson said that she would bring this idea up to the merchants at the next merchant meeting and report back to the board at the next meeting. Lisa also stated that we have already allocated monies for the 4th quarter and those advertisements could include this campaign.

Motion: None

Old Business

Topic: Funding alternatives subcommittee report

Discussion: No one met. It was determined that Mark Binkley, Shawn Pipoly and Claudia Roblee are on this committee. Mark stated that he would get some dates together to meet. Matt Modrack stated that we needed to have funding coming from more than just one source.

Motion: None

Motion by:

Seconded by:

Motion

Topic: Walking map status (Nick Palizzi)

- W4 Art Festival vinyl at Heirloom (Matt Modrack)

Discussion: A new version of the walking map was distributed and looked at. The consensus was that the color coding was good. There were some questions about whether the verbage should be in all lower case. John Okoniewski requested that we all proof read and get back to him with corrections and he will pass on to Nick as we saw some errors. John's email address is john@faojewelers.com. Lauri French explained

that W4 signs had made a vinyl that will stick to brick and you could see it at Heirlooms. This might be a possible solution instead of kiosks for the map, and Matt Modrack thought the PSD Board should take a look.

Motion: None

Motion by:

Seconded by:

Motion

Topic: Marketing Subcommittee report

- Farmers Market/Shop Local Saturdays Report (Claudia Roblee): Reported that the musicians were out at the market on the street now. The feedback has been good. She is trying to get artists to show and sell artwork on the streets. BAG has not responded after several attempts so she has started to contact other artists that she knows.

- Outdoor Café Advertising (Nick Palizzi): Not present

- 4th Quarter Advertising: Mark Binkley said that there would be more to report at the next meeting

Motion: None

Motion by:

Seconded by:

Motion

Topic: World Café Process Subcommittee report

Discussion: Claudia Roblee stated that the first question asked at the committee meeting was would it benefit the PSD to get those who call downtown Brighton their downtown involved in a process and dialog about downtown. The committee members felt it would be of benefit for several reasons:

1. Over the last few years with all the activity going on downtown a momentum has been created. This process would keep the momentum going and create an even greater buzz about downtown.
2. It would not only help the PSD board with their marketing efforts but it could also help the business and recruitment committee with retention and recruitment efforts.
3. The committee has seen more and more younger families downtown. Many of these younger people are used to working in a process like this in their business lives. This could create a stronger sense of community for our residents and create a stronger sense of place about downtown if they become involved in something like this for their downtown.
4. Other boards and commissions of the city may benefit depending on the questions asked and determining the questions will be the most important part of this process.

The committee has yet to establish the where but we would like to see the café done towards the middle to end of January, 2011. We feel that with the right advertising this

event would be well attended and we would have to keep it manageable to a maximum of 120 people.

The committee has started to look at expenses for this café and with rental of space, possibly tables, sound system, advertising, and buying the necessary supplies to put on this type of event we are asking the board to earmark \$4,000 for this event. This would be a high-end number because at this point we are talking of renting space and equipment. If we can find a venue willing to do an in kind donation this number may and probably will be much lower.

It was suggested that since Stonefire is not open on Mondays, that is a possibility. Mark Binkley liked the January, early February time frame. There was concern about the amount requested. Lisa Nelson stated that amount was based on having to rent space and table and chairs. If we can find a space then that will be much lower.

Motion: To earmark up to \$4,000 for Downtown Brighton World Café.

Motion by: Lisa Nelson

Seconded by: Claudia Roblee

Motion passed unanimously

Topic: ContactWorks

Discussion: Lauri French asked if we could wait until next meeting when we have a full board. Lisa Nelson will meet with Lauri for instructions on how to access this directory for the merchants so they can fill out their info.

Motion: None

Motion by:

Seconded by:

Motion

Liaison Reports

City Council: Claudia Roblee - None

Chamber: Mark Binkley - None

DBMA: Lisa Nelson – September 30th Ladies Night Out

DDA: Shawn Pipoly – Mark Binkley reported that the cemetery parking lot and pocket park at the 205 West is progressing. Other projects like the North street façade will start next year.

Board Member Updates

None

Staff Updates

Principal Shopping District Board Meeting Minutes

September 7, 2010

Page 5 of 5

Lauri French asked everyone to take a walk and look at the new installed sculptures.

Call to the Public

None

Adjournment 9:15 a.m.

Motion by: Claudia Roblee

Seconded by: Lisa Nelson

Motion passed unanimously

Next PSD meeting is Tuesday, October 5, 2010 at 7:30 a.m.

Respectfully submitted,

Claudia Roblee

Secretary, PSD Board