

City of Brighton
Principal Shopping District Board Meeting Agenda
Tuesday, January 4, 2011 – 7:30 a.m.
Regular Session

1. Call to Order/Roll Call
2. *Approval* of January 4, 2011 Agenda
3. *Approval* of December 7, 2010 Meeting Minutes
4. *Approval* of December 2010 Financial Report
5. Call to the Public
6. New Business
 - Discuss 2011 PSD Goals
 - PSD Website Analysis Reports (Lauri French)
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)
8. Liaison Reports:
 - City Council (Claudia Roblee)
 - Chamber of Commerce (Mark Binkley)
 - Downtown Brighton Merchants Association (Lisa Nelson)
 - DDA (Shawn Pipoly)
 - Main Street (Claudia Roblee)
9. Board Member Updates
10. Staff Updates (Matt Modrack)
11. Call to the Public
12. Adjournment

Next PSD board meeting – Tuesday, February 1, 2011 – 7:30 a.m.

**City of Brighton
Principal Shopping District Board Meeting Agenda
Tuesday January 4, 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 Y	Arthur Des Gravise Y
Cheryl Mayday N	John Okoniewski Y

Motion to excuse Cheryl Mayday made by Claudia Roblee, supported by Shawn Pipoly, motion passed unanimously

Staff:

Matt Modrack
Lauri French

Audience:

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Approval of the January 4, 2011 Agenda

Motion by: Lisa Nelson
Seconded by: Art Des Gravise
Motion passed unanimously

Approval of the December 7, 2010 Meeting Minutes

Motion by: John Okoniewski
Seconded by: Lisa Nelson
Motion passed with Nick Palizzi abstaining

Approval of the December 2010 Financial Report

Motion by: Shawn Pipoly
Seconded by: John Okoniewski
Motion passed unanimously

Call to the Public

No Response

New Business

Topic: Discuss 2011 PSD Goals

Discussion: Items discussed were: Calendar for merchant events, Outdoor Café campaign, Farmers Market Shop Local Campaign, Ladies and Mens night out, Merchant driven events, shop local all year round, keep co-op going, website, redesign logo, Main Street, banners, possibly shutting Grand River for events, having the PSD represent the merchants. Have a merchant subcommittee wrestle with events and structure of merchant org. It was suggested to appoint 2 or 3 from the PSD board to suggest people for an advisory merchant board to the PSD. PSD board members should suggest names to the board for this merchant advisory group. It was suggested that resident shoppers also be appointed. It was suggested that we should wait until after the Envision Brighton World Café to do this.

Motion: Appoint merchant advisory committee to the PSD Board to identify merchant driven promotions and to identify structure of merchant group to PSD. Advisory committee can include merchants and consumers.

Motion by: Claudia Roblee

Seconded by: Shawn Pipoly

Motion passed unanimously

Topic: PSD Website Analysis Reports (Lauri French)

Discussion: Lauri French gave a report on the Google analytics from www.downtownbrighton.com website. Claudia suggested that the website needs to be updated and kept fresh. She volunteered to sit down with Lauri after January 17 to come up with suggestions to present to board on the website.

Motion: None

Motion by:

Seconded by:

Motion

Old Business

Topic: Walking map status (Nick Palizzi)

Discussion: In process. Finished map should be ready to print next month.

Motion: None

Motion by:

Seconded by:

Motion

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Topic: Outdoor Café Advertising (Nick Palizzi)

Discussion: Matt Modrack asked for budget from restaurant group for outdoor café promotion. Nick Palizzi reported that the Hour Detroit magazine ad came out and looks very good. This issue of Hour Detroit is one that is kept because of the restaurant theme.

Motion: None

Motion by:

Seconded by:

Motion

Topic: 4th Quarter Advertising (Mark Binkley)

Discussion: Mark Binkley reported and it was agreed by other board members that the billboard co-op advertising went well. Mark said that the general gist of what he heard was that the 4th quarter was up for merchants. Other members agreed.

Motion: None

Motion by:

Seconded by:

Motion

Topic: World Café Process Subcommittee report (Claudia Roblee)

Discussion: Claudia reported that most everything was in place for the Envision Brighton World Café. The committee was under budget and on track. A call to board members was put out for volunteers. There were offers of help. Everyone was looking forward to results.

Motion: None

Motion by:

Seconded by:

Motion

Liaison Reports

City Council: (Claudia Roblee) Council was working on budget.

Chamber: (Mark Binkley) None

DBMA: (Lisa Nelson) None

DDA: (Shawn Pipoly) Cemetery lot finished. Other offers on Mexican Jones property

Main Street: (Claudia Roblee) Last Main Street Training session in Clare is January 20, 2011.

Board Member Updates

None

Staff Updates

None

Call to the Public

No response

Adjournment 9:05

Motion by: Art Des Gravise

Seconded by: Shawn Pipoly

Motion

Next PSD board meeting – Tuesday, February 1, 2011 – 7:30 a.m.

Respectfully submitted,

Claudia Roblee, Secretary