

**City of Brighton**  
**Principal Shopping District Board Meeting Agenda**  
**Tuesday, July 12, 2011 – 7:30 a.m.**  
**Regular Session**

1. Call to Order/Roll Call
2. *Approval* of July 12, 2011 Agenda
3. *Approval* of June 7, 2011 Meeting Minutes
4. *Approval* of June 2011 Financial Report
5. Call to the Public
6. New Business
  - a. SELCRA proposal for kid-focused events (Matt Modrack)
  - b. Consider appointment of Jeff Kelly (Great Harvest) to Parking Strategy Subcommittee
  - c. PSD Logo Mural Proposal (Matt Modrack)
7. Old Business
  - a. Merchant advisory committee update
  - b. Marketing Subcommittee report
    - Outdoor Café Co-Op Advertising (Nick Palizzi/Matt Modrack)
    - 2011 Advertising Budget
    - “Ice Cream Trail”
  - c. Parking Strategy Subcommittee update
  - d. Banner Program update
8. Liaison Reports:
  - a. City Council (Claudia Roblee)
  - b. Chamber of Commerce (Mark Binkley)
  - c. DDA (Shawn Pipoly)
  - d. Main Street Program Update (Claudia Roblee)
9. Board Member Updates
10. Staff Updates (Matt Modrack)
11. Call to the Public
12. Adjournment

**Next PSD board meeting – Wednesday, August 3, 2011 – 7:30 a.m.**

**City of Brighton**  
**Principal Shopping District Board Meeting Agenda**  
**Tuesday, July 12, 2011– 7:30 a.m.**  
**Regular Session**

Meeting called to order by Mark Binkley at 7:35 a.m.

**Those in Attendance:**

Mark Binkley	y	Lisa Nelson	Y
Claudia Roblee	y	Shawn Pipoly	Y
Nick Palizzi	y	Arthur Des Gravise	N
Cheryl Mayday	ar 7:45	John Okoniewski	Y

Claudia Roblee made the motion to excuse Arthur Des Gravise, Shawn Pipoly supported.  
Motion passed 6-0-2.

**Staff:**

Lauri French  
Matt Modrack

**Audience:**

5

**Approval of the July 12, 2011 Agenda**

Motion by: John Okoniewski

Seconded by: Nick Palizzi

Motion passed 6-0-2.

***Approval* of June 7, 2011 Meeting Minutes**

Nick Palizzi requested to amend the minutes by deleting the statement that he was supposed to be giving a presentation at this meeting about how new logo would look on banners.

Motion by: Shawn Pipoly

Seconded by: Nick Palizzi

Motion passed 5-0-3 to approve the meeting minutes as amended, with Mark Binkley abstaining.

**Approval of June 2011 Financial Report**

Motion by: Nick Palizzi

Seconded by: John Okoniewski

Motion passed unanimously

**Call to the Public**

No response

**New Business**

**Topic:** SELCRA proposal for kid-focused events (Matt Modrack)

Discussion: Matt Modrack explained that he asked SELCRA to produce kids events downtown and reviewed the proposal with the PSD board. He said unlike other communities we don't have kid-oriented events. He asked the board to consider and set up a subcommittee and to consider up

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to \$3,500 for service contracts with SELCRA. Nick Palizzi and Thaddeus McGaffey will be on the subcommittee.

Motion: Earmark \$3,500 towards SELCRA children activities downtown.

Motion by: Lisa Nelson

Seconded by: Shawn Pipoly

Motion passed 7-0-1.

**Topic:** Consider appointment of Jeff Kelly (Great Harvest) to Parking Strategy Subcommittee

Discussion:

Motion: Appoint Jeff Kelly to Parking Strategy Subcommittee

Motion by: Lisa Nelson

Seconded by: Shawn Pipoly

Motion passed 7-0-1.

**Topic:** PSD Logo Mural Proposal (Matt Modrack)

Discussion: Matt Modrack explained that he is looking to get our PSD logo out, and he thinks the south side of Bagger Dave's building would be great exposure for a logo sign once the Barton property negotiations and tear down are finished and the parking lot is built. Matt asked for an earmark of \$1,500 for the logo sign. Matt was directed to negotiate with Don Siegel, owner of the building. John Okoniewski suggested that we do the maximum size.

Motion: Earmark \$1,500 towards PSD logo sign on south side of Siegel property

Motion by: Nick Palizzi

Seconded by: Lisa Nelson

Motion passed 7-0-1.

### **Old Business**

**Topic:** Merchant advisory committee update

Discussion: No meeting was held since the June PSD meeting.

Motion None

Motion by:

Seconded by:

Motion

**Topic:** Marketing Subcommittee report

Outdoor Café Advertising Budget update (Nick Palizzi/Matt Modrack)

Discussion: Nick Palizzi stated that he has received lots of positive comments from people who have seen the billboards. Restaurant group is looking to buy a year-long contract for a static billboard on US-23 independent of the PSD.

Motion: None

Motion by:

Seconded by:

Motion

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**Topic:** 2011 Advertising Budget

Discussion: Mark Binkley explained that there is a tentative program set up much like last year. Will have info for next meeting.

Motion: None

Motion by:

Seconded by:

Motion

**Topic:** "Ice Cream Trail"

Discussion: Matt Modrack explained the co-op ad concept and this has been vetted by 5 of the ice cream places with 4 interested. They are looking to do August promotion probably in Livingston Daily Press. Discussion was had about expanding this idea next year.

Motion: Earmark up to \$1,500 for month of August with chair to authorize contract with at least 4 of the businesses participating.

Motion by: Nick Palizzi

Seconded by: Lisa Nelson

Motion passed 7-0-1.

**Topic:** Parking Strategy Subcommittee update

Discussion: No meeting

Motion: None

Motion by:

Seconded by:

Motion

**Topic:** Banner Program update

Discussion: Some board members noticed Americana Festival Banners. Matt Modrack will go to DDA to fund banner program. Discussion was had about how banners would be laid out with PSD logo on them relative to event banners.

Motion: Earmark up to \$1,500 authorizing the chair to sign the contract with Nick Palizzi and Claudia Roblee on subcommittee to figure out banner design using the new PSD logo.

Motion by: Claudia Roblee

Seconded by: John Okoniewski

Motion passed 7-0-1.

**Liaison Reports**

City Council: (Claudia Roblee) - Council consensus on Imagination Station repair for use this season and possible program for new or partly new next year using fundraising and volunteers.

Chamber: (Mark Binkley) - Americana Festival was a success.

DDA: (Shawn Pipoly) - None

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Main Street Program Update (Claudia Roblee) - Training Program in August. Three Envision Brighton participants scheduled to attend.

**Board Member Updates**

Lisa is attending the Retail Success Summit next week in Grand Rapids.

Wooden Spoon is opening today.

Cheryl Mayday will not be here next meeting.

**Staff Updates** (Matt Modrack)

None

**Call to the Public**

Susan Steinacker asked why Bob Herbst submitted invoice for PSD? Lauri French explained that was a typo that has been corrected.

Jeff Kelly opined that the Banner Program should be changed. Banners should be across Main Street. He also stated that his business did not do well at this last event because there was no parking available behind his store.

**Adjournment** 9:05 a.m.

Motion by: Nick Palizzi

Seconded by: John Okoniewski

Motion passed 7-0-1.

**Next PSD board meeting – Wednesday, August 3, 2011– 7:30 a.m.**

Respectfully submitted,

Claudia Roblee, Secretary