

City of Brighton
Principal Shopping District Board Meeting Agenda
Tuesday, September 6, 2011 – 7:30 a.m.
Regular Session

1. Call to Order/Roll Call
2. *Approval* of September 6, 2011 Agenda
3. *Approval* of August 3, 2011 Meeting Minutes
4. *Approval* of August 2011 Financial Report
5. Call to the Public
6. New Business
 - a. Consider approval of an endorsement letter for Chamber sign variance application
 - b. Consider approval of a ¼ page PSD logo ad for “Celebrate Brighton”, a commemorative publication from the Press & Argus (9/29/11 publication date)
 - c. Consider approval of WHMI proposal for Smokin’ Jazz & Barbecue Blues ads
7. Old Business
 - a. Merchant advisory committee update (8/31/11 meeting)
 - b. Marketing Subcommittee report
 - Outdoor Café Co-Op Advertising (Nick Palizzi)
 - 2011 Advertising Budget
 - c. Parking Strategy Subcommittee update
 - d. SELCRA Service Agreement subcommittee update
 - e. Banner Program update (Lauri French)
8. Liaison Reports:
 - a. City Council (Claudia Roblee)
 - b. Chamber of Commerce (Mark Binkley)
 - c. DDA (Shawn Pipoly)
 - d. Main Street Program (Claudia Roblee)
9. Board Member Updates
10. Staff Updates (Lauri French)
11. Call to the Public
12. Adjournment

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

City of Brighton
Principal Shopping District Board Meeting Agenda
Tuesday, September 6, 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 N	Arthur Des Gravise N
Cheryl Mayday N	John Okoniewski Y

Moved by Claudia Roblee, supported by Shawn Pipoly, to excuse Cheryl Mayday and Arthur Des Gravise. Motion passed unanimously

Staff:

Matt Modrack
Lauri French

Audience:

4

Approval of the September 6, 2011 Agenda

Motion by: Shawn Pipoly
Seconded by: Lisa Nelson
Motion passed unanimously.

Approval of the August 3, 2011 Meeting Minutes

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

Approval of the August 2011 Financial Report

Motion by: Claudia Roblee
Seconded by: John Okoniewski
Motion passed unanimously.

Call to the Public

Thaddeus McGaffey suggested we advertise the opening of the Imagination Station. Claudia Roblee stated that the Imagination Station would not be opening by September 9th as stated in a previous press release but she would give a report later in the meeting.

New Business

Topic: Consider approval of an endorsement letter for Chamber sign variance application

Discussion: Pam McConeghy gave an overview of the sign with a drawing of what it would look like. The ordinance prevents flashing signs. Pam explained that this is a digital sign and would not be flashing. The PSD agreed that the sign looked tasteful.

Motion: To send a letter endorsed by the PSD for sign variance application by Chamber to take to the Zoning Board of Appeals meeting on September 8, 2011.

Motion by: John Okoniewski

Seconded by: Shawn Pipoly

Motion passed unanimously.

Topic: Consider approval of a ¼ page PSD logo ad for “Celebrate Brighton”, a commemorative publication from the Press & Argus (9/29/11 publication date)

Discussion: Matt Modrack requested this saying that this will be a good way to get the new PSD logo promoted and marketed. This particular publication will be read by many businesses and that is a good place to start with promotion.

Motion: To approve \$266.00 to run ad in “Celebrate Brighton” publication

Motion by: John Okoniewski

Seconded by: Lisa Nelson

Motion passed unanimously.

Topic: Consider approval of WHMI proposal for Smokin’ Jazz & Barbecue Blues ads

Discussion: Mark Binkley explained that this is the same commercial as last year that was done by Deb Tunis. Shawn Pipoly said that he heard it this morning and if we were to approve this that any commercials run before approval not be part of the number of commercials approved.

Motion: Approve WHMI advertising as presented.

Motion by: Shawn Pipoly

Seconded by: Lisa Nelson

Motion passed unanimously

Old Business

Topic: Merchant advisory committee update (8/31/11 meeting)

Discussion: Claudia Roblee explained that two topics were discussed at this meeting. One topic was the pavilion area concession. It was discussed at the merchants advisory committee that this should be used as a downtown information kiosk with different

group's information available for handout. Groups could include the PSD, DDA, BACC, Chamber, SELCRA, Brighton Community Education, etc. This would entail hiring someone to be there from approximately 12-7 p.m. in the summer months and possibly after school times in the warmer school months. This idea was liked and it was suggested by Mark Binkley to pursue that with those groups to see if the cost could be split between the groups. Matt Modrack suggested checking with the Police to see if they had any plans to beef up security systems in the area.

The other idea discussed in the Merchant advisory group was the merchant driven high holy days of shopping. We gave Renee Pettengill the list of these days and she is working on marketing and promotion plans for those shopping events and will return a plan shortly. Mark Binkley said that the Marketing Subcommittee was waiting to have their meeting until they heard what this committee came up with. There are no extra merchant driven shopping days this year than last year for the 4th quarter.

Topic: Marketing Subcommittee report

Outdoor Café Co-Op Advertising (Nick Palizzi)

Lauri French presented the Clipper ads. PSD has received reimbursements from most restaurants for billboards. Still waiting for reimbursements from four of the 12 restaurants that participated.

2011 Advertising Budget

The committee postponed their meeting until the advisory board met.

Topic: Parking Strategy Subcommittee update

Discussion: Matt Modrack reported that he would take the full recommendation to the DDA board. The DDA Board approved Rich and Associates updating the parking study.

Topic: SELCRA Service Agreement subcommittee update

Discussion: Matt Modrack will draft this agreement this week and has a meeting with Derek Smith to discuss.

Topic: Banner Program update (Lauri French)

Discussion: Lauri French reported that the PSD banners with the new logos are up along with the event banners. She said that 2 more PSD logo banners had to be made and requested approval for \$250 to pay for those 2 additional banners.

Motion: Approve \$250.00 to pay for additional banners.

Motion by: John Okoniewski

Seconded by: Lisa Nelson

Motion passed unanimously.

Liaison Reports

City Council: (Claudia Roblee) Update on Imagination Station. Council voted to keep station closed until Spring of 2012 due to bids not going out in time for work to be done.

Chamber: (Mark Binkley) Jazz and Blues Festival is this weekend and the new Chamber building looks great.

DDA: (Shawn Pipoly) Façade loan program has been launched. No significant historical relevance to Barton properties have been found so houses will undergo demolition. MEDC approved façade grant for Mayday Building.

Main Street Program Update (Claudia Roblee) The last Main Street informational meeting was cancelled by Michigan Main Street.

Board Member Updates

Lisa reported that Hush is doing things to coordinate with the Jazz and Blues Fest.

Staff Updates (Lauri French)

Soccer promotion was advertised as promised. Board agreed it was successful judging by families with kids in soccer uniforms downtown.

IContact has been cancelled and a replacement program will be discussed at the next PSD meeting.

Call to the Public

No response

Adjournment

Motion by: Shawn Pipoly

Seconded by: John Okoniewski

Motion passed unanimously. Meeting was adjourned at 8:50 a.m.

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

Respectfully submitted,

Claudia Roblee,
PSD Secretary