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

Those in Attendance:

Mark Binkley  Y   Lisa Nelson  Y
Claudia Roblee  Y   Peggy Mintz  n arrived 7:40 a.m.
Nick Palizzi  Y   Thaddeus McGaffey  n arrived 7:40 a.m.
Cheryl Mayday  Y   John Okoniewski  Y
Sheryl Kemmerling Y

Staff:
Matt Modrack
Lauri French

Audience:
6

Approval of the September 11, 2012 Agenda
Motion by: Nick Palizzi
Seconded by: Cheryl Mayday
Motion passed 7-0-2

Approval of the June 5, 2012 Meeting Minutes
Motion by: Lisa Nelson
Seconded by: Sheryl Kemmerling
Motion passed 5-0-4 with John Okoniewski and Nick Palizzi abstaining

Approval of the June 26, 2012 Meeting Minutes
Motion by: Nick Palizzi
Seconded by: Sheryl Kemmerling
Motion passed 5-0-4 with John Okoniewski and Lisa Nelson abstaining

Approval of the August 8, 2012 Meeting Minutes
Motion by: John Okoniewski
Seconded by: Cheryl Mayday
Motion passed 6-0-3 with Nick Palizzi abstaining

Approval of the August 2012 Financial Report
Motion by: Claudia Roblee
Seconded by: Lisa Nelson
Motion passed 9-0
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Call to the Public
No response

New Business
Topic:  a. Presentation of proposed new community website, BrightonMIConnect.com – Andy Drake

Discussion: Andy Drake gave a presentation of what has been accomplished since last November’s presentation. Since there was not enough time to discuss, Claudia requested this item be put on the next agenda.

Motion: None
Motion by:
Seconded by:
Motion

Old Business

Topic: Discuss FY 12-13 budget and finalize 4th quarter 2012 marketing budget allocation

Information from Adams Outdoor, WHMI, Marketeer, Christmas Décor (Mark Binkley)
4th Quarter Events to be discussed include Tridge or Treat (10/31/12), Holiday Glow (11/17/12), Small Business Saturday (11/24/12), Ladies Night (12/6/12) and Moonlight Madness (new-12/21/12)

Discussion: Mindy Tessmar presented WHMI proposal; total investment $9425. Adams Outdoor Billboard Proposals range from $3200 to $16000 plus production costs. Static board on US-23 for 6 weeks is $4800 - Digital on I-96 is $4000 = $8800 total Ran out of time to make budget allocation decisions. Set up a date to meet again on Wednesday, September 19, at 7:30 a.m.

Motion: None
Motion by:
Seconded by:
Motion

Liaison Reports
• Marketing/Promotions (Pam McConeghy) – Pam introduced Jen Ling and Sophia Freni, Events Director, from the Chamber who are taking over Marketing/Promotions since Michelle Miller has left the Chamber. Jen will be the point person working with Lauri French.
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• City Council (Claudia Roblee) – No report
• Chamber of Commerce – No report
• DDA (Matt Modrack) – West/Main/North streetscape project started 9/10.
  Finalized lease with option to buy for Fifth Third parking lot property.
• Millpond Design Plan Subcommittee (Claudia Roblee) – Professional Engineering
  Associates (PEA) draft plan has been presented to Mill Pond Subcommittee. PEA
  will present to DDA at next week’s meeting on 9/18/12.

Board Member Updates - None

Staff Updates - None

Call to the Public – No response

Adjournment  9:24
Motion by: Claudia Roblee
Seconded by: Cheryl Mayday
Motion passed 9-0

Respectfully submitted,

Claudia Roblee, Secretary

Next PSD Board Special meeting – Wednesday Sept. 19 – 7:30 a.m.

Next PSD Board Regular Meeting – Tuesday, October 2, 2012 – 7:30 a.m.