

City of Brighton
Principal Shopping District Board Meeting Minutes
Tuesday, December 3, 2013 – 7:30 a.m. Regular Session

1. Meeting called to order by Mark Binkley at 7:40 a.m.

Those in Attendance:

Mark Binkley Y	Lisa Nelson Y
Nick Palizzi N	Thaddeus McGaffey Y (arr. at 7:40)
Cheryl Mayday Y	John Okoniewski N
Sheryl Kemmerling Y	Peggi Mintz N

Staff:

Matt Modrack
Lauri French

Audience:

3

2. **Approval** of December 3, 2013 Agenda

Motion by: Lisa Nelson

Seconded by: Thaddeus McGaffey

Motion approved 5-0-3

3. **Approval** of November 6, 2013 Regular Meeting Minutes – Tabled to next meeting; not enough members present today from the 11/6/13 meeting

4. **Approval** of November 14, 2013 Special Meeting Minutes

Motion by: Thaddeus McGaffey

Seconded by: Lisa Nelson

Motion approved 5-0-3

5. **Approval** of November, 2013 PSD Financial Report – Lauri French reviewed the November financial report. Thaddeus McGaffey indicated the Taste of Brighton sponsorship check from Waddell & Reed will be dropped off at City Hall today or tomorrow.

Motion by: Sheryl Kemmerling

Seconded by: Thaddeus McGaffey

Motion approved 5-0-3

In response to a question about any monies owed to the PSD by the Chamber, Mr. Modrack noted he would set up another meeting with the Chamber.

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6. Call to the Public – No response. Closed call to the public at 7:45 a.m.
7. New Business
 - a. Memorial Weekend Car Show event (John Sauve) – Matt Modrack noted that John Sauve called him a few weeks ago about this topic and Matt asked Chairperson Binkley to put him on the agenda. Mr. Sauve explained that the event he is proposing would be a “Rolling Sculpture” fundraiser for public art since the Arts and Culture Commission operates on a very limited budget of \$5,000 from the DDA. He envisions it being a Friday evening and all day Saturday event. He noted that a car show used to be held at Brighton High School but he wants to bring it downtown to provide a revenue stream not only for the BACC but also to benefit merchants and restaurants. St. Ignace does a car show and the owner of Mob Steel would put us in touch with their contacts to assist in organizing. Mob Steel would not run the show. He suggests having a beer tent (the biggest money maker) along with vendors and music. He is only asking for the PSD’s assistance to help promote the event. John will attend the BACC meeting on 12/9/13 since that group would help to organize the event (not the PSD). He will come back to the PSD with more specifics after he meets with the BACC.
 - b. Brighton High School Reunion event (Bev Barton) – Ms. Barton passed out a “Brighton Community Reunion” flyer and reviewed it with the board. She noted this will be a community event for people who attended BAS as well as past and current residents of Brighton. There was discussion about whether Main Street would be closed and it was suggested that only West and First Streets should be closed; that way there could be activity at both ends of Main St. and 440 Main and Brighton Bar and Grill could participate (BB&G would use Hyne Alley). It was pointed out that all PSD businesses should be invited to participate in the event. Bev indicated she will be contacting all downtown businesses and she is also working with the Chamber and Matt Modrack. She is asking for promotional assistance from the PSD and will be asking either the DDA or City of Brighton for a \$500 sponsorship donation. Each business that wants to participate in the scavenger hunt will be charged (estimated charge is \$200 for the window sticker for the scavenger hunt). She is not anticipating putting up a large banner across Main St. due to calendar conflicts with other event banners.
 - c. Approve 2014 meeting dates – Chairperson Binkley noted that the July, August, September and November meetings next year will not be held on the normal first Tuesday due to holidays or other conflicts.

Motion by: Lisa Nelson

Seconded by: Sheryl Kemmerling

Motion was approved 5-0-3.

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8. Old Business

- a. PSD website update and approval of contract with Eight Ten Designs – As requested at the last meeting, Lauri French reported she sent an email to the Michigan Downtown Association listserve regarding other communities' costs to update their websites. She received three responses; one was \$4,800, one was \$8,000 and the other was \$15,000 (complex website with multiple layers). She reminded the board that Eight Ten Designs' quote was \$5,000.

Motion by: Thaddeus McGaffey

Seconded by: Lisa Nelson

Motion to approve a contract with Eight Ten Designs at a cost not to exceed \$5,000 for website design and implementation, staff training and merchant training and to authorize Chairperson Binkley to sign the contract on behalf of the PSD Board.

Motion approved 5-0-3.

- b. Holiday Glow Feedback – Sophia Freni from the Chamber was filling in for Jen Ling, who is sick. She indicated that Holiday Glow was successful, although the number of people in attendance was down from last year due to the cold and windy weather. There was a discussion about the holiday lights and Sophia noted that the Chamber will not be using Christmas Décor. She noted that the lights were purchased by the Chamber and Christmas Décor does not own them. She offered the use of the Chamber's garage to store them if the PSD Board decides to not have Christmas Décor store them this year. Mark Binkley noted that there will be some decisions to be made by the lights committee for next year such as whether to put the light installation out for bid and whether to purchase additional lights for other trees on Main St. This item will be discussed at the February PSD meeting so the committee can start planning next year's lights.
- c. Review revised spreadsheet and map for proposed PSD special assessment – Lauri French reviewed the revised map that was changed from three zones to two. She also noted that the spreadsheet has been changed to reflect two zones which resulted in an increase in the estimated SAD amount from \$81,695 to \$88,850. Mark Binkley stated that the next step will be to set up at least two meetings with building owners to discuss what the PSD has done and our plans for the future (i.e., holiday lights, festivals, etc.). Matt Modrack offered to prepare a time line for discussion at the next PSD meeting followed in February with building owner/merchant meetings so the SAD can be brought to City Council for approval in March. Matt also noted that he is going to suggested to Manager Foster that the SAD be discussed at this weekend's Council retreat.
- d. Feedback from Brighton Art Guild Board meeting and appoint a volunteer for the 2014 Kaleidoscope event planning committee with BACC and BAG (Claudia Roblee) – Claudia gave the board a brief history of the Kaleidoscope event, which is the Art Guild's largest event and which used to be held in downtown Brighton. For the past three years it has been held at the Green Oak Village Mall. Manager Foster was requested to attend the

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Art Guild's board meeting last month to determine if they would be interested in bringing the event back to downtown if a suitable venue could be found. Claudia noted that while there isn't one building large enough for the event, she has suggested that we could use a "mini Art Prize" format where many different venues are matched with participating artists based on space and other criteria. She is here today to find out if there is interest from the merchants for this type of an event downtown and to ask for a volunteer from the PSD to serve on a joint committee along with the BACC and BAG to figure out how it can be done for 2014. Sheryl Kemmerling and Lisa Nelson said they would "co-volunteer" for the committee and that one of them would attend meetings if the other one was unavailable. Lauri advised that one or both should plan to attend the BACC meeting on Monday, December 9, at 6:00 p.m. and she will send them an agenda.

- e. Generic banner discussion – Mark Binkley reviewed the draft generic banner design by W4 that was handed out this morning. He noted that the design follows our "Shop. Dine" used on our holiday billboard and the cost would be \$640. There was discussion about the banner calendar and when a generic banner could be put up (the day after Ladies Night) and how long it could stay up (until the Valentine's Day banner is put up, or the Polar Plunge banner, whichever comes first).

Motion by: Sheryl Kemmerling

Seconded by: Lisa Nelson

Motion to approve allocation of \$640 for a generic "Shop. Dine" banner as presented in this morning's handout and to direct Chairperson Binkley to contact W4 to order the banner for installation on Friday, 12/6, or Monday, 12/9.

Motion carried 5-0-3.

9. Liaison Reports:

- a. City Council - None
- b. Chamber of Commerce – Sophia Freni noted that the Chamber will be sending out bids for trash collection for all the festivals and wanted to know if the PSD board would like to include the Taste of Brighton event. The consensus was that it made sense economically to include all events in the bid. She also reported that the Chamber will be doing a building wrap on The Pound and the board members asked to include Taste of Brighton on that also. She also mentioned that they are looking at new light pole banners to list events but have not finalized a design yet.
- c. DDA (Matt Modrack) - Matt briefly reviewed the information on the I96/US23 construction that will have a major impact on downtown. More information will be forthcoming as it is available. He also noted that the District Court building will be moving the bulk of its operations to Howell, leaving only one judge handling uncontested divorces. He has made it known to the County that we are interested in obtaining the building to repurpose for City Hall employees so the current City Hall can be converted to a Community/Art Center. This item will be discussed with Council at this weekend's retreat.

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d. Millpond Design Plan Subcommittee (Lauri French) – Lauri reported that the preliminary design for the Mill Pond Master Plan will be reviewed by Planning Commission on December 16 and, if approved, will go to Council in January.

10. Board Member Updates – Lisa Nelson noted that Fountain Dance Ministry’s “Nutcracker” performance is this weekend and her daughter is performing in it.

11. Staff Updates - None

12. Call to the Public – No response. Call to the public was closed at 9:25 a.m.

13. Adjournment at 9:25 a.m.

Motion by: Thaddeus McGaffey
Seconded by: Lisa Nelson
Motion carried 5-0-3.

Respectfully submitted,

Lauri French, Acting Secretary
December 4, 2013

Next regular PSD board meeting – Tuesday, January 7, 2014 – 7:30 a.m.