

**City of Brighton**  
**Principal Shopping District Board Meeting Minutes**  
**Tuesday, January 6, 2015 7:30 Regular Session**

1. Meeting called to order by Mark Binkley at 7:32 a.m.

Those in Attendance:

Mark Binkley	Y	Lisa Nelson	Y (left @ 8:55)
Nick Palizzi	Y (arr. @ 7:35)	Jon Innes	Y
John Okoniewski	Y	Steve Pilon	Y
Sheryl Kemmerling	N	Shawn Pipoly	Y
Annette Jacoby	N		

Motion by John Okoniewski, seconded by Shawn Pipoly, to excuse the absences of Sheryl Kemmerling and Annette Jacoby. The motion carried 6-0-3.

Staff:

Matt Modrack  
Lauri French

Audience: 4

2. **Approval** of January 6, 2015 agenda

Mark Binkley asked to amend the agenda to add item 7.A.a., Discussion and approval of the Shine Holiday Lights invoices.

Motion by Shawn Pipoly, seconded by Lisa Nelson, to approve the January 6, 2015 agenda as amended. The motion carried 6-0-3.

3. **Approval** of December 2, 2014 Regular Meeting Minutes

Motion by Shawn Pipoly, seconded by John Okoniewski, to approve the December 2, 2014 regular meeting minutes. The motion carried 5-0-2-2, with two absences and John Okoniewski and Nick Palizzi abstaining.

4. **Approval** of December 2014 PSD Financial Report

Mark Binkley passed out a revised December financial report that includes the revised Shine invoice amount; however, it does not include the one additional invoice in the amount of \$1,020 that will be discussed later in the meeting.

Motion by Shawn Pipoly, seconded by John Okoniewski, to approve the December 2014 PSD Financial report as amended. The motion carried 7-0-2.

5. Call to the Public was made at at 7:45 a.m. Dave Brusich from 99 Main Street (Data Tek Services) introduced himself and said he would leave information about his company for the board to review. Hearing no further response, call to the public was closed.

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6. New Business

A. Discuss 2015 Taste of Brighton event planning – Thaddeus McGaffey spoke to the board and told them that the planning committee should start looking for sponsors soon. He also wanted the board to talk about asking businesses outside the PSD but still in the City to participate in this year's event in order to fill all the spaces on the street and possibly move onto St. Paul. He noted that this was a question that was asked of the merchants in a survey done after last year's event and they received a positive response from those merchants responding. There was discussion about making sure the businesses within the PSD had the opportunity to sign up before we ask anyone outside the district and that we should limit the invitation to businesses in the DDA, not outside the City itself. Thaddeus advised that we have had an "early bird" sign-up period with a definite ending date for booth space at a reduced rate. There was also discussion about sending a note to the merchants as soon as possible once we know the cut-off date so they will be aware that we will be extending an invitation to non-PSD merchants to participate this year. Mark Binkley asked Thaddeus to come up with a plan and bring it to the board in February.

Old Business

A.a. Discussion and approval of the Shine Holiday Lights invoices. Mark Binkley explained that the actual costs for this year's lights were higher than anticipated due to a couple of issues. When they did the walk around prior to Holiday Glow with Shine on the Thursday before the event, it was apparent that some of the trees needed additional lights, so Mark directed Shine to put them up. There was also an issue with the lights that were plugged into the photo cell pedestrian lights, so Shine had to buy timers in order to coordinate the lights for Holiday Glow. Mark acknowledged that these actions would normally have been approved by the board but that there was no time to call a special meeting. Shawn Pipoly suggested that in the future the board should build a contingency and add authorization for the board chairperson to make these types of decisions into this year's resolution for holiday lights in case we run into situations like this. Mark advised that the total PSD share of the lights would be \$14,260 with the appropriation from the City and sponsor money totaling \$19,250.

Motion by Lisa Nelson, seconded by Nick Palizzi, to approve the amended Shine invoices in the amount of \$33,510.40 for payment. The motion carried 7-0-2.

A. Ladies Night Out feedback (Jen Ling) – In Jen's absence, Lauri French reported that there were seven businesses in the "Little Popup Shop" in the Yogurtopia building as well as the gift wrapping station that was donated by The State Bank. Jon Innes reported that they would make some changes if we do this again next year but also stated how busy the store was. Lisa Nelson said she had a lot of people in and out of her store but her numbers were down from last year. There was a brief discussion about whether the board wanted to consider closing Main Street for this event, but the consensus was that we might lose a lot of drive by traffic if we did. No action was taken.

B. January Clearance Sales event update – Mark Binkley advised the banner for the event should be up this week for next weekend's Clearance Sales if W4 gets it done by Thursday. He also noted that the event is in the Marketeer. The board also discussed the possibility of creating a winter event next year to do concurrently with the Clearance Sales, maybe a chili cook-off between the restaurants. Steve Pilon and Lisa Nelson will explore what other communities do and come up with some options for the board to review at the February or March PSD meeting.

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C. Appoint planning committee members for 2015 International Women's Show – At last month's meeting Mark Binkley advised that Barb Binkley would not be able to chair the planning committee for this year's Women's Show in late April. Annette Jacoby told us last month that she thought Cathy Dedakis and Alex Cabildo would again be involved. Since Annette is absent today, Lisa Nelson volunteered to call her to confirm that Cathy and Alex will be participating. It is anticipated that the planning committee will develop a budget for this event and bring it to the PSD for approval. Some of the items we purchased last year can be used again this year in the booth such as the backdrop. Lauri French also noted that there are cancellation penalties once we submit our application which would amount to about \$550 (50% of the application fee of \$1,100), and she will go ahead and submit the application as directed by the board.

It was also noted that a note should be sent to the merchants soon regarding items for the giveaway bags for the show. Nick Palizzi noted that there were not many participating merchants last year as there were only about 4 items that needed to be stuffed in the bags.

D. Continue FY 2014-15 Marketing Expenses discussion

1. Consider printing options for new restaurant and shopping brochures – The board members reviewed the various types of printed material from Holland, MI. There was discussion about updating the two current tri-fold brochures and replacing them with three two-sided card stock brochures instead, one for shopping, one for dining and one for festivals. Sophia Freni from the Chamber said that she would be interested in participating in the festival brochure and will talk to Nick about the design. Nick will bring back design ideas for the three cards for the February meeting.

8. Liaison Reports

A. City Council (Shawn Pipoly) – Shawn Pipoly reported that Chad Cooper has resigned from City Council effective January 1, 2015 and that applications are being accepted. Council will have interviews with potential candidates before they make a selection for Chad's replacement.

B. Chamber of Commerce (Sophia Freni) – Sophia Freni noted the dates for this year's Chamber events will be July 31-August 2 for the Fine Art & Acoustic Music Festival and September 11-12 for the Smokin' Jazz festival. She again expressed an interest in participating with the PSD for the festival/event brochure. She also noted there will not be a Farm to Table event this year; it takes a lot of work to put on this event which is held just a couple of weeks after the Smokin' Jazz festival.

C. DDA (Matt Modrack)

1. Parking Enforcement Strategy Committee Update – There was a presentation at the December DDA meeting about the parking enforcement strategy status which also included a discussion about some type of metered system for downtown. He also noted that the DDA is working on a property purchase to provide more public parking downtown.

2. CSX West Parking Lot update – We have signed a lease effective April 2015 with the CSX to construct the overflow parking lot on their property.

9. Board Member Updates – None

10. Staff Updates – Staff is working on the FY 15-16 budget that will be submitted to Finance this week.

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11. Call to the Public was at 9:00. Hearing no response, call to the public was closed.

12. Motion by Shawn Pipoly, seconded by Nick Palizzi, to adjourn the meeting at 9:00 a.m.

The motion carried 6-0-3.

Respectfully submitted,

Lauri French, Acting Recording Secretary  
January 7, 2015

**Next regular PSD board meeting – Tuesday, February 3, 2015 – 7:30 a.m.**