

City of Brighton
Principal Shopping District Board Meeting Minutes
Tuesday, March 3, 2015 7:30 a.m. Regular Session

1. Meeting called to order by Mark Binkley at 7:30 a.m.

Those in Attendance:

Mark Binkley	Y	Lisa Nelson	Y
Nick Palizzi	N	Jon Innes	Y (left at 8:30 a.m.)
John Okoniewski	Y (arr. at 7:32 a.m.)	Steve Pilon	Y
Sheryl Kemmerling	Y	Shawn Pipoly	Y
Annette Jacoby	Y		

Motion by Lisa Nelson, seconded by Annette Jacoby, to excuse the absence of Nick Palizzi.
The motion carried 8-0-1.

Staff:

Matt Modrack
Lauri French
Jen Ling

Audience: 4

2. **Approval** of March 3, 2015 agenda

Motion by Shawn Pipoly, seconded by Sheryl Kemmerling, to approve the March 3, 2015 agenda as amended to add Adams Outdoor Billboard as item A. under new business. The motion carried 7-0-2.

3. **Approval** of February 3, 2015 Regular Meeting Minutes

Motion by Shawn Pipoly, seconded by Jon Innes, to approve the February 3, 2015 regular meeting minutes. The motion carried 6-0-1-2 with one absence and Steve Pilon and John Okoniewski abstaining.

4. **Approval** of February 2015 PSD Financial Report

Motion by Sheryl Kemmerling, supported by Shawn Pipoly, to approve the February 2015 PSD Financial Report. The motion carried 8-0-1.

5. Call to the Public was at 7:35 a.m. Kelly LaBelle with Vantage Construction/Vantage Kitchen & Bath and Angie from Triple Diamonds Alpaca Boutique introduced themselves.

6. New Business

A. The Board discussed renting an Adams Outdoor billboard starting in May. In the past, the PSD rented a billboard for 3 months to kick off the summer season. The cost for the billboard would be \$1,800 for four weeks. Mark Binkley mentioned that if they decide today they would like to tie up the billboard, the start date will be May 18, and he will ask Andy Korrest to put together a proposal and present at the PSD meeting in April. Jon Innes said he spoke with a representative from MDOT, and they said the Spencer Road bridge would be closed starting mid-June.

Motion by Annette Jacoby, seconded by John Okoniewski, to allocate funds to tie up the Adams Outdoor billboard for three months at \$1,800 a month, for a total of \$5,400. The motion carried 8-0-1.

7. Old Business

A. Cathy Dedakis and Annette Jacoby gave an update on the PSD's involvement with the Michigan International Women's Show. Cathy said they will keep a lot the same from what they did last year, but will freshen it up. She plans to book the stage for the fashion show again, and Steve Pilon said he is willing to do a cooking demonstration if she wants to book the cooking stage again. They are hoping Nick Palizzi will take time on this stage as well, since it was difficult to get other restaurants to book time on this stage last year. They are planning to do a raffle again with donated prizes from the merchants, as this was a great way to collect e-mail addresses to use for marketing. Cathy would like to get a new banner to use at the expo, and Jen Ling said she would help with the design. John Okoniewski thought the fashion show was a huge hit, and Cathy mentioned more businesses have said they would like to be involved with it this time.

Cathy talked about sponsorships. She reminded the Board that last year Mt. Brighton was a \$1,000 sponsor and The Marketeer was a \$500 sponsor. These sponsorships paid for the reusable bags we gave away at the event last year. Mark Binkley also suggested they reach out to The Legacy Center, as they are "friends of the PSD." Last year Mt. Brighton wanted to be in the fashion show and do a cooking demo, but the Board decided not to allow any outside PSD organizations to be included in the fashion show or cooking demos. The Board agreed to allow it this time if they are sponsoring, as long as PSD businesses are offered first dibs, and there is room available after that.

Motion by Jon Innes, seconded by Annette Jacoby, to let Cathy Dedakis and Annette Jacoby approach Mt. Brighton regarding sponsorship to help cover cost of the PSD's involvement at the Michigan International Women's Show, and if they want to be in the fashion show or on the cooking stage, they can if there is room after the opportunity has been presented to the PSD businesses first. The motion carried 8-0-1.

Also, Cathy requested permission to use the PSD merchant e-mail list to communicate with the merchants about the Women's Show. The Board discussed it, and decided to give permission on a case-by-case basis for event specific information.

Motion by Sheryl Kemmerling, seconded by Annette Jacoby, to allow sharing of the PSD email distribution list for the event coordinator (Cathy Dedakis) for the Women's Show to send out information with a PSD-specific subject line for the International Women's Show. The motion carried 8-0-1.

B. Ladies Night Out report – Jen Ling

1. Consider approval of printing costs for LNO brochures/posters – Jen Ling explained that the printing required for Ladies Night has increased each year and that the PSD reimbursed the Chamber for the December Ladies Night out brochure printing due to the number of copies that were made. She distributes copies of the brochure to each participating business prior to the event and additional copies are often requested. She has received quotes from three printing companies to do the printing for the May Ladies Night out brochures and the lowest cost was \$600 for 5,000 copies with an additional \$50 to stuff the insert, if required.

Motion by Annette Jacoby, seconded by Lisa Nelson to allocate up to \$650 for Ladies Night Out brochures to be printed and stuffed with inserts from Occasions with a Personal Touch. The motion carried 8-0-1.

2. Consider approval of \$300 for LNO photographs by Portraits by Alex – Jen reported that Alex Cabildo is willing to do the photographs again and asked the board to consider changing the location. The street photos work well for the December LNO with the holiday lights in the background, but we may want to switch locations for the May LNO.

Motion by Jon Innes, seconded by Annette Jacoby, to allocate \$300 to Portraits by Alex for Ladies Night Out photography. The motion carried 8-0-1.

Jen also reported that the time for the May Ladies Night Out event will be from 5:00-10:00 p.m. again. She is meeting with Barb Barden from the Livingston County Visitors Bureau to discuss coordinating a motor coach tour that night. She is still looking for an empty building to host “The Little Pop-Up Shop” for the off-Main Street businesses who have expressed an interest in participating in LNO. She delivered the information for Ladies Night Out to the merchants yesterday. The board discussed whether to have a shuttle again and it was decided there was not enough use to warrant it.

C. Taste of Brighton event planning update - Jon Innes gave an update about A Taste of Brighton event planning. The Committee talked with Claudia Roblee of the Brighton Arts and Culture Commission regarding having walking tours of downtown art during the event. They also asked about having the Brighton Paint Out during A Taste of Brighton, but they are not sure about this yet. He also said that most of last year’s sponsors have committed to sponsorship again this year. In addition, Jon told the Board that there is an incentive for the merchants to get signed up by April 1 to be in the event. If they do, they will get an early bird discount of 10% off. After this deadline, the event will be opened up to the businesses in the DDA district, as well as the PSD in order to fill up open spaces. Jon also said they will be using Ann Arbor Transit bus advertising again. Jen Ling added that she and Jon Innes delivered A Taste of Brighton information along with Ladies Night Out info yesterday as a reminder to the merchants and a heads up for those who do not receive the emails.

D. Update on I96/US-23 construction plan (Spencer Rd. bridge closure timing) - The timing of the Spencer Road bridge closure due to the construction at the I-96/US-23 interchange was discussed. Jon Innes said he called MDOT, and they told him the Spencer Road bridge would be closed for 45 days starting in mid-June. This is different from what Dana Foster was told. If this bridge will be closed during A Taste of Brighton, the Committee talked about putting out signage directing people to the event. This item will be on the April PSD meeting agenda

8. Liaison Reports

A. City Council (Shawn Pipoly) – Shawn Pipoly said they have a new member, Susan Gardner. He also said they are working on meetings to streamline approval of the parking ordinance amendments that will permit transition parking lots and overflow parking lots such as the CSX West lot, and that they are trying to expedite this process. Two special Council meetings are scheduled, and Council is not happy they are still waiting on the official ordinance. City Council is holding a special meeting

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immediately after the March 16 Planning Commission meeting in order to meet posting requirements for special meetings and public hearings.

B. Chamber of Commerce (Sophia Freni) - None

C. DDA (Lauri French) – Lauri French said that the DDA has signed a purchase agreement for the old Dairy Mart property that is planned for use as a transitional parking lot for downtown employees. Also, she said they are getting the word out everywhere about the new parking enforcement strategy. Informational meetings will be held in the next couple weeks to inform and get feedback. They also plan to survey the merchants and if this strategy isn't working in six months to a year, parking meters may go in. Shawn Pipoly asked about the fees for parking violations, and said that City Council usually sets these fines (currently \$5.00), and maybe they should discuss increasing the fines with Chief Wightman.

9. Board Member Updates – None

10. Staff Updates – None

11. Call to the Public was at 8:55, and was closed after hearing no response.

12. Motion by Shawn Pipoly, seconded by Lisa Nelson, to adjourn the meeting at 8:56 a.m. The motion carried 8-0-1.

Respectfully submitted,

Jen Ling, Recording Secretary
March 16, 2015

Next regular PSD board meeting – Tuesday, April 7, 2015 – 7:30 a.m.