

**City of Brighton**  
**Principal Shopping District Board Meeting Minutes**  
**Tuesday, April 7, 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 (left at 8:25 a.m.)	Y
Nick Palizzi	Y	Jon Innes	N
John Okoniewski	Y	Steve Pilon	Y
Sheryl Kemmerling	Y	Shawn Pipoly	Y
Annette Jacoby	N		

Motion by John Okoniewski, seconded by Steve Pilon, to excuse the absences of Annette Jacoby and Jon Innes. The motion carried 7-0-2.

Staff:

Matt Modrack  
Lauri French  
Jen Ling

Audience: 4

2. **Approval** of April 7, 2015 agenda

Motion by John Okoniewski, seconded by Sheryl Kemmerling, to approve the April 7, 2015 agenda as amended to add allocation of funds for Ladies Night Out Marketeer ad and a new Ladies Night Out banner to New Business, 7.B. The motion carried 7-0-2.

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

Motion by Shawn Pipoly, seconded by Sheryl Kemmerling, to approve the March 3, 2015 regular meeting minutes. The motion carried 6-0-2-1 with two absences and Nick Palizzi abstaining.

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

Motion by Sheryl Kemmerling, supported by Nick Palizzi, to approve the March 2015 PSD Financial Report. The motion carried 7-0-2.

5. Call to the Public was at 7:36 a.m. George Moses pointed out that the next scheduled PSD meeting falls on Tuesday, May 5, which is the same date as the road funding ballot proposal. The Board discussed changing the date of the next PSD meeting.

6. Old Business

A. Lauri French mentioned that Cathy Dedakis' sister passed away unexpectedly recently, and Annette Jacoby has been trying to handle everything in Cathy's absence. The two of them have been making the arrangements for the Women's Show, but we have not been updated on the details. Mark Binkley offered to stop in and ask them to

coordinate with Lauri to make sure everything is on track. Jen Ling offered to send some emails to the merchants to start getting volunteers signed up.

B. Jen Ling gave an update regarding Ladies Night Out.

C. Thaddeus McGaffey gave an update about A Taste of Brighton event planning. He said the event is about 80% filled compared to last year. The event opened up to the DDA district on April 1 in order to help fill the street. The committee is trying to spread the word about that. Jen Ling sent out a press release and posted it to the Downtown Brighton and A Taste of Brighton Facebook pages. Also, the committee decided to utilize the Ann Arbor transit ads again, as they were offered the same rate as last year to have 5 buses running with the A Taste of Brighton ad for 4 weeks. Thaddeus mentioned that they are working on additional advertising for the event, and are spending a little more on advertising than in the past. The Committee is hoping to get the same amount of monetary support from the PSD as last year, which was \$8,750. Motion by Nick Palizzi, seconded by John Okoniewski, to allocate \$8,750 to the Taste of Brighton event.

D. The eastbound I-96 ramp at Spencer Road is scheduled to be closed from now until mid-November due to the I-96/US-23 construction project. The Spencer Road bridge is scheduled to be closed for 45 days, starting in mid-June (according to what we have been told by MDOT).

1. Andy Korest with Adams Outdoor gave the Board some billboard proposals for advertising during the construction period. To add a construction piece to our current billboard at exit 53 off US-23, it would cost \$300. For a second billboard, with extensions like the one they designed with the crane and wine glass, the cost would be \$2,200. Another option would be to do a billboard with a new skin (like the orange one he showed us), which would cost the PSD \$1,000. Mark Binkley proposed going with a digital board so we can change and update as the construction changes. The Board discussed options for the location of the second billboard. Andy mentioned that he can put two digital spots together for 16 second intervals if it is available. He also mentioned that he would need a couple days to get the board up.

**Motion by** John Okoniewski, seconded by Lisa Nelson to stick with the same billboard and add an addition at the appropriate time for \$300 (City staff would decide when the appropriate time would be).

The digital billboard has 1,200 spots with 8 second rotations per day. Andy said if the board is sold out, an ad would come up about once a minute. Andy is flexible on the timing. Matt Modrack suggested the DDA may be willing to help with the expense of a second board. Andy is also flexible on the design, and said that the PSD will need to make a decision about 4-5 weeks out. This item will be put on the May PSD agenda.

7. New Business

A. Barb Barden with the Livingston County Convention and Visitor's Bureau gave a rundown about tourism and Livingston County, and talked about the Pure Michigan website. She said 30 million dollars of taxable revenue a year in Livingston County comes from tourism, and that Brighton takes a good chunk of that. She said that the Pure Michigan website, Michigan.org, is the number one state traveled website in Michigan. She would like to put a workshop together for the PSD merchants to get them in the Pure Michigan website database. She plans to bring in someone from Travel Michigan to facilitate this workshop. Barb is planning one of these workshops for May, and will get the details to Lauri, so hopefully someone from the PSD can go and check it out. Barb also mentioned that Pure Michigan may be rolling out some new, less expensive advertising options in the near future. She added that anyone can apply to use the Pure Michigan logo for event publications by filling out their online application for each publication they would like to use it on, as long as the events are not fundraisers.

B. The Board discussed allocating \$995 for a Ladies Night Out ad in the April addition of the Marketeer, and up to \$700 for a new Ladies Night Out banner, since the previous spring banner was destroyed in the wind last year.

**Motion by** John Okoniewski, seconded by Nick Palizzi, to allocate \$995 for a Ladies Night Out ad in the April edition of The Marketeer, and up to \$700 for a new spring Ladies Night Out banner. The motion carried 6-0-3.

8. Liaison Reports

A. City Council (Shawn Pipoly) – Shawn mentioned that City Council is working on the annual budget, and that some of it is on hold because of Proposal 1. He also said that they have approved all civic event applications. Shawn added that the City is partnering with the DDA for bonding on the project at Second Street and Cross Street.

B. Chamber of Commerce (Sophia Freni) - None

C. DDA (Matt Modrack)

1. Feedback from informational meetings for roll out of DDA Parking Enforcement Strategy - Matt said there was a poor turnout at the parking meetings that were recently held to discuss the parking plan. The CSX lot is in the works, but CSX wants a flagman there while under construction, and the cost for that is \$1,000 per day. It is very expensive and there are no grants to be had for this. The old Dairy Mart building will soon be demolished and the lot will create roughly 20 transitional parking spaces.

9. Board Member Updates – None

10. Staff Updates – Lauri French will send out a couple of alternative dates for the May 5 PSD meeting that has to be rescheduled due to the election.

11. Call to the Public was at 9:20, and was closed after hearing no response.

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12. Motion by John Okoniewski, seconded by Steve Pilon, to adjourn the meeting at 9:20 a.m. The motion carried 6-0-3.

Respectfully submitted,

Jen Ling, Recording Secretary  
April 30, 2015

**Next regular PSD board meeting – Wednesday, May 6, 2015 – 7:30 a.m.**