

**City of Brighton**  
**Principal Shopping District Board Meeting Minutes**  
**Wednesday, May 6, 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	N
Nick Palizzi	Y	Jon Innes	Y
John Okoniewski	N	Steve Pilon	N
Sheryl Kemmerling	Y	Shawn Pipoly	Y (left at 9:10 a.m.)
Annette Jacoby	Y		

**Motion** by Sheryl Kemmerling, seconded by Jon Innes, to excuse the absences of John Okoniewski, Lisa Nelson and Steve Pilon. **The motion carried 6-0-3.**

Staff:

Matt Modrack  
Lauri French

Audience: 7

2. Election of Chairperson and Vice Chairperson – **Motion** by Shawn Pipoly, seconded by Nick Palizzi, to nominate the current officers, Mark Binkley, Chair, and Lisa Nelson, Vice-Chair, to serve another term. **The motion carried 6-0-3.**

3. **Approval** of May 6, 2015 agenda

Lauri French asked to amend the agenda to correct Item 7.B. to change Brighton Rotary to Livingston Sunrise Rotary and to add Item 8.A.1, Allocation of funds for International Women’s Show ancillary expenses.

**Motion** by Nick Palizzi, seconded by Shawn Pipoly, to approve the May 6, 2015 agenda as amended. The motion carried 6-0-3.

4. **Approval** of April 7, 2015 Regular Meeting Minutes

There were not enough board members who were present at the April 7 meeting at today’s meeting and the minutes could not be approved.

5. **Approval** of April 2015 PSD Financial Report

Lauri French reviewed the revenues and April expenses. She noted that the money earmarked for the Adams Outdoor billboard will be split between this fiscal year and FY 15-16 beginning July 1, 2015. **Motion** by Shawn Pipoly, seconded by Jon Innes, to approve the April 2015 PSD Financial Report. **The motion carried 6-0-3.**

6. Call to the Public was at 7:40 a.m. Jimmy Banish from the Legacy Center wanted to let the board know that they will be breaking ground on their new field house next week and that it should be completed by November 2015. He noted that Powerade has picked up their tournaments and events as a sponsor. Legacy will be the location of most of the Powerade tournaments this year and they expect 300 teams. He anticipates a lot of the teams will be coming from Canada. Jimmy would like to be put on the June PSD agenda to discuss a proposal to have a LaFontaine shuttle from the local hotels and the Legacy Center to downtown Brighton. He also noted the Detroit Lions will be doing a development camp at Legacy in June. Hearing no further response, call to the public was closed at 7:45 a.m.

7. New Business

A. Consider allocation of marketing and promotion funds for Jazz @ The Pond event (Whitney Stone) – Whitney explained that they are trying to ramp up attendance at this year's Jazz @ The Pond events, which will be held on the second Wednesday in June, July, August and September from 7-9 p.m. There will be no educational component this year due to poor attendance the past two years, but swing dancers will be in attendance to give lessons. She reviewed the planned marketing expenses and asked the board to match the \$1,000 they spent for promotions last year.

**Motion** by Sheryl Kemmerling, seconded by Nick Palizzi, to allocate up to \$1,000 for marketing and promotion of the Jazz @ The Pond events in June, July, August and September 2015 on the second Wednesday each month. **The motion carried 6-0-3.**

B. Consider request by Livingston Sunrise Rotary for approval to put up a 4<sup>th</sup> of July weekend Main Street banner to be provided by the Rotary (Jim Gilmore) – Mr. Gilmore introduced himself, Jim Lawrence and Steve Gronow who are also involved with planning the Rotary 4<sup>th</sup> of July events. He recapped the events which include the Hungry Duck Run with over 700 runners, the Duck Dash with over 100 kids, the 4<sup>th</sup> of July parade which has more than 70 entries and 200 participants this year, and the Duck Race, for which they sell over 4,000 tickets. These events bring in a lot of people to downtown Brighton which translates into exposure for downtown businesses. The event is one of two major Rotary fundraisers. They have arranged two major sponsors who they would like to put on the banner, but they don't have a banner design yet. They are asking that their banner be allowed to be up for 30 days beginning June 1 through July 4.

The board discussed the conflict with the banner schedule; the Taste of Brighton (TOB) banner is scheduled to go up on June 23 for the event on July 10 and 11. Taste of Brighton is a merchant event that takes precedence and the banner schedule has already been developed for this year. If the PSD allows a banner for the July 4<sup>th</sup> weekend, it would not be able to be up for 30 days. The Rotary was cautioned about putting too much information on their banner, and Nick Palizzi offered to help with the design. Thaddeus McGaffey from the Taste of Brighton planning committee said that if the TOB banner could go up a week earlier than planned, he would not have a problem allowing the Rotary to have a banner go up in between as long as the TOB banner can be re-installed by Friday, July 3. Nick Palizzi suggested having the PSD pay for the banner, which can be reused every year, to help the Rotary with their marketing expenses for the weekend events.

**Motion** by Sheryl Kemmerling, seconded by Shawn Pipoly, to move the installation date for the Taste of Brighton banner from June 23 to June 16 and allocate up to \$700 for a Livingston Sunrise Rotary 4<sup>th</sup> of July banner with Nick Palizzi assisting with the design, with the 4<sup>th</sup> of July banner to be installed from June 25 until the Taste of Brighton banner is re-installed on or about Friday, July 3, 2015. **The motion carried 6-0-3.**

8. Old Business

A. International Women's Show feedback – Cathy Dedakis stated that the Women's Show is an awesome opportunity for Brighton businesses due to the number of women who visit over the four days. She thanked the Legacy Center and the Marketeer for their sponsorships and thanked Nick Palizzi for arranging to get the two display tables at no cost from Suburban Showplace. She noted the only change she would make for the booth next year is to purchase a stand-up banner so we don't have to cover up the backdrop on the back wall. She also suggested that we might want to pay someone to coordinate the event next year who could be there full-time to make sure the city was getting promoted. Nick Palizzi offered to set up a meeting with Erica from Gal Friday, Annette Jacoby and Cathy Dedakis to discuss next year's event so Erica could come up with a proposed cost if we want to hire an outside company. Mark Binkley suggested that if the committee is having issues getting downtown merchants to volunteer to man the booth, do the fashion show, etc., that we take a page out of the Taste of Brighton book and offer it to businesses within the DDA after first offering the opportunity to the PSD merchants. Mark Binkley drew names from the raffle slips for the gift basket giveaways. Jon Innes volunteered to again enter all the names into a database so we can use the distribution list for future events.

1. Approval to allocate money for ancillary Women's Show expenses – Cathy Dedakis advised that there were expenses again this year for candy and other items related to the Women's Show. She hasn't pulled all the expenses together for reimbursement yet, but she believes \$500 would be sufficient. **Motion** by Shawn Pipoly, seconded by Nick Palizzi, to allocate up to \$500 for ancillary Women's Show expenses. **The motion carried 6-0-3.**

B. Ladies Night Out update – Lauri French gave the report in Jen Ling's absence. She advised that there about 60 participating businesses, including some Grand River businesses and some new merchants who haven't even opened yet (Yogurtopia, FitWall) at The Little Pop-Up shop. The weather forecast is really good, with a high temperature in the low 80's for Thursday. Jimmy Banish said that Legacy Center will be participating with a photo booth near the Lion's Den and asked if he could borrow a backdrop. The board offered to loan him a couple of the backdrop panels from the Women's Show if they would work.

1. Consider approval of up to \$1,440 for Ladies Night Out and Mother's Day ads on WHMI – Mark Binkley noted that we talked about this subject at the April meeting but need to make a motion to allocate the money for the ads. **Motion** by Shawn Pipoly, seconded by Sheryl Kemmerling, to approve allocation of up to \$1,440 for Ladies Night and Mother's Day ads on WHMI. **The motion carried 6-0-3.**

C. Taste of Brighton event planning update – Thaddeus McGaffey. Thaddeus reported that we currently have the same number of participants as last year which includes 10 new businesses that did not participate in the past. He noted that there is a projected shortfall right now of about \$5,000. This is due to lower sponsorships and less carryover of prior year funds from last year. The committee is working on sponsors and to see what expenses can be cut so they don't go over budget. He noted they are not doing WWJ ads this year but are using money for other expenses. They will be sending an estimated 20,000 direct mailers to zip codes outside Brighton again this year using Every Door Direct. He also encouraged everyone to log onto the Detroit "A" List website and vote for Taste of Brighton for "Bes Festival". We will again be utilizing the Ann Arbor Transit Authority buses to advertise the event and are working with WHMI to see if we can get reduced ad rates. There will be a Marketeer "blow-in" mailer for two editions in June and July. He also noted that we have commitments from all of last year's performers and that 2 Stones is again doing the music for the event.

D. Consider approval of digital billboard as proposed at April 7, 2015 PSD meeting (\$4,000 for 4 weeks) – There was discussion about whether a digital billboard or other types of signage would be more effective. Mark Binkley suggested printing a number of orange Coroplast signs that could be put up at different intersections to direct people to downtown Brighton using the figures with a shopping bag and beer mug. **Motion** by Annette Jacoby, seconded by Shawn Pipoly, to earmark up to \$4,000 for construction signage to be decided by the board at the June meeting. **The motion carried 6-0-3.** Mr. Modrack also noted that he would ask Mr. Foster if City Council had discussed and/or might be willing to contribute since the construction will affect the entire City.

E. Discuss construction marketing plan – covered in Item D. above.

#### 9. Liaison Reports

A. City Council (Shawn Pipoly) – Shawn reported that City Council will be finalizing the 15-16 annual budget at the May 7 meeting. He also noted an email that was received by Council about the amount of litter around the City. He said that Matt Modrack sent a letter to all the restaurants asking them to police their areas to remove cigarette butts. Mr. Modrack noted that the email had come in before DPW had a chance to do their annual street and sidewalk cleaning. There was a brief discussion about whether a cigarette butt receptacle should be a condition to receive an outdoor café permit since some restaurants do not have one outside.

B. Chamber of Commerce (Sophia Freni) - None

C. DDA (Matt Modrack) – Matt advised that the CSX West lot is under construction and that we have posted a notice on Facebook advising that it is unavailable for use on Ladies Night Out. He reported that we have received permission from Excelda to expand the use of their lot from 13 spaces to about 39 spaces. He is working with Fifth Third to investigate the possibility of starting a valet parking program, using a professional company, similar to what Plymouth does. He also mentioned a request received from Heavner Canoe Rental about using the Mill Pond for canoeing and kayaking. The

sticking point with doing this has always been the liability issue and he asked Pam McConeghy from the Chamber to check with our City Attorney.

Matt also noted that the DDA closed on the purchase of the former Grand Mart property and that the building will be torn down to make room for public parking. Lauri French noted that she will be attending a Michigan Downtown Conference on Mackinac Island in June where the topic will be parking and its related issues. She's hoping to bring back some good ideas from other communities.

10. Board Member Updates – None

11. Staff Updates – None

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

13. **Motion** by Nick Palizzi, seconded by Jon Innes, to adjourn the meeting at 9:20 a.m.  
**The motion carried 5-0-4.**

Respectfully submitted,

Lauri French, Deputy Director  
Community Development, Planning & Zoning  
May 6, 2015

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