

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

1. Meeting called to order by Mark Binkley at 7:31 a.m.

Those in Attendance:

Mark Binkley	Y	Lisa Nelson	Y
Nick Palizzi	N	Jon Innes	Y (arr. 7:36 a.m.)
John Okoniewski	N	Steve Pilon	Y
Sheryl Kemmerling	Y	Shawn Pipoly	Y
Annette Jacoby	Y (left at 8:30 a.m.)		

Motion by Lisa Nelson, seconded by Shawn Pipoly, to excuse the absence of John Okoniewski and Nick Palizzi. The motion carried 6-0-3.

Staff:

Matt Modrack, Lauri French, Jen Ling

Audience: 3

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

Motion by Lisa Nelson, seconded by Steve Pilon, to approve the July 7, 2015 agenda. The motion carried 7-0-2.

3. **Approval** of June 2, 2015 Regular Meeting Minutes

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

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

Motion by Annette Jacoby, seconded by Steve Pilon, to approve the June 2015 PSD Financial Report. The motion carried 7-0-2.

5. Call to the Public was at 7:38 a.m. George Moses talked about the blow-in ad that the Marketeer did for A Taste of Brighton. He said they printed and stuffed 20,000 pieces for about \$.02 each. He also donated a full-page ad in the Eastern edition for the event.

Pamela McConeghy with the Greater Brighton Chamber mentioned that the Kensington Valley Ice House is having a National Showcase Competition taking place July 31- August 2 (the same weekend as the Art Festival). They expect roughly 350 competitors and approximately 750 people coming to Brighton that weekend for their competition, bringing in an estimated one million dollars in economic growth. Pam is wondering if some of the businesses would be interested in providing some kind of discount to these attendees. Pam would like to send an email to the merchants asking their level of interest. All

participating merchants will be listed on a flyer that the guests will show to get the discount.

Pam also discussed the Coast to Coast Passenger Railway Study that has been taking place, and told the Board about a meeting that will be held at the Chamber next week to provide more information. She encouraged the Board to attend the meeting to show their support for a stop in Brighton.

In addition, Pam talked about the next couple Power Lunches they will be having. In September, the Mayor of Detroit will be the keynote speaker, and in October, they will have a dinner event featuring someone from the Zehnder family.

Today, Pam is meeting with someone from Saudi Arabia to discuss bringing a manufacturing plant to Brighton. She also mentioned that the new owner of Excelda wants to work with the Chamber and the downtown, and keeping the downtown's interest in mind is close to their mission. She also noted that Sassafras is expanding into the former Nature's Garden space.

Hearing no further response, call to the public was closed at 7:50 a.m.

6. New Business

A. Kris Tobbe spoke about customer service in the downtown area. He said he sends a lot of people to our restaurants and retail establishments and, although most of these people really enjoy our businesses, he has had some feedback that service people have received at some businesses has not quite been up to par. He talked about offering a training program to the merchants, and proposed a cost share between the PSD and any interested businesses. He looked into Zingtrain, a training program created by Zingerman's restaurant in Ann Arbor, and highly recommends it. He sees this as an opportunity to offer better customer service for our community to raise the bar for us as a whole. The Board likes the idea. They saw this as an additional way some of the off-Main Street businesses could benefit. Matt Modrack mentioned that some DDA businesses may be interested as well. He said maybe for now we start with the PSD and see how it goes. Jen Ling will coordinate with Kris to help get the word out. The Board is looking at possibly doing the first training session September 22.

B. Mark Binkley talked about the Livingston County Passenger Railway and said the potential could be significant. He recapped Pam McConeghy's thoughts (above in Call to the Public) and said that they should have people at the meeting next week at the Chamber to show support, and to make it clear that downtown Brighton is ready for a railway stop. Matt Modrack and Lauri French will work on a letter for Mark's signature showing the PSD is in favor of this railway, and that we would like to see a stop in downtown Brighton.

8. Old Business

A. Thaddeus McGaffey gave an update on A Taste of Brighton event planning. He said the event is growing and doing well. They have received a lot of support from local

businesses but participation from Main Street businesses has declined. The committee would like to figure out how to fix that for next year. They decided not to continue advertising this year with WWJ. Thaddeus said they have had a better response from ditch signs, which are a fraction of the cost. He also said the committee had 20,000 postcards printed, and 17,000 of those mailed. He pointed out that 40 Brighton businesses won recognition in the Detroit A List, and that A Taste of Brighton would like to capitalize on this. He also mentioned that there will be a dunk tank this year featuring Livingston County personalities. He concluded by saying the PSD dollars have been spent well.

B. Mark Binkley gave an update about the new construction signage. He said all of the signs the Board previously discussed have been put up, with the exception of the sign on Pleasant Valley Road. The Road Commission will be taking care of that, as it has to be strategically placed. He also mentioned that once the Spencer Road construction is done, people will need to be reeducated to get off at that exit, and not to continue to the following Grand River exit. He said the signs will stay until Spencer Road is open again, and said the construction is currently on schedule.

9. Liaison Reports

A. City Council (Shawn Pipoly) – Council approved the transitional parking lots for the Dairy Mart, Johnson and Excelda properties. Also, they are proceeding with the parking plans. They have heard the most about the parking issue from the merchants, and the ordinance amendment that was approved is in response to that feedback.

B. Chamber of Commerce (Sophia Freni) – Sophia said thank you to the PSD Board for supporting the Chamber events. She said the Chamber's civic events always seem to be taken into consideration as the Board makes plans, and it is important to the Chamber that the PSD is happy with the events. She mentioned that she is open to any feedback they have.

C. DDA (Matt Modrack) – The new CSX lot is open, and is working as planned. The Hyne lot should be finished just before the Art Festival.

10. Board Member Updates – None

11. Staff Updates – None

12. Call to the Public was at 9:01, and was closed after hearing no response.

13. Motion by Shawn Pipoly, seconded by Jon Innes, to adjourn the meeting at 9:02 a.m. The motion carried 7-0-2.

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Respectfully submitted,

Jen Ling, Recording Secretary
July 30, 2015

Next regular PSD board meeting -Wednesday, August 5, 2015 - 7:30 a.m.