

City of Brighton
Principal Shopping District Board Meeting Minutes
November 2, 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 Y	Jon Innes Y
John Okoniewski Y (left 9:00)	Steve Pilon Y
Sheryl Kemmerling Y (arr. 7:35)	Shawn Pipoly N
Annette Jacoby N	

Motion by John Okeniewski, seconded by Jon Innes, to excuse the absence of Annette Jacoby and Shawn Pipoly. The motion carried 6-0-3.

Staff:

Michelle Miller, Jen Ling, Matt Modrack

Audience: 3

2. **Approval** of November 2, 2015 agenda

Motion by John Okeniewski, seconded by Nick Palizzi, to approve the November 2, 2015 agenda. The motion carried 6-0-3.

3. **Approval** of August 5, 2015 Regular Meeting Minutes

The August 5, 2015 meeting minutes could not be approved since there were not enough board members who were present at that meeting. Moved to December 1, 2015 PSD Meeting.

4. **Approval** of September 1, 2015 Regular Meeting Minutes

Motion by Lisa Nelson, seconded by Sheryl Kemmerling, to approve the September 1, 2015 meeting minutes. The motion carried 6-0-3.

5. **Approval** of October 6, 2015 Regular Meeting Minutes

Motion by Lisa Nelson, seconded by Jon Innes, to approve the October 6, 2015 meeting minutes. The motion carried 6-0-2-1

6. **Approval** of October 2015 PSD Financial Report

Motion by John Okeniewski, seconded by Jon Innes, to approve the October 2015 PSD Financial Report. The motion carried 7-0-2.

7. Call to the Public was at 7:36 a.m., and was closed after hearing no response.

8. New Business

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A. Ken Larsheid from Running Lab talked about the 2016 January Clearance Sale event. . The event is set for January 15 & 16, 2016. He gave a recap of last year, and mentioned that of the 20 participating merchants, 70% of them saw an increase in activity. Last year the merchants put in a total of \$575, and the PSD matched that to help with advertising. Ken is asking the merchants to each put in \$50 this year, and is asking the PSD to match their total. His goal is to get at least 20 merchants on board. He plans to ramp up marketing by having a bigger presence by advertising on the social media Facebook page which will drive new likes to the page. There will be an ad in the December Marketeer and door posters would be made for the merchants. The ad design for the posters would cost approximately \$150.00. There was a banner made for Main Street last year and it there would be a huge benefit to use the banner again. Michelle Miller will confirm open dates on the banner rotation list to hang the banner for advertising after January 1, 2016. Ken would ultimately like to raise \$1,000.00 for advertising and have the PSD match the amount. He talked about getting the restaurants more involved by offering a discount when guests bring in a receipt from a participating business. Nick asked if the restaurant discount could work both ways, and Ken was open to that possibility. The Board considered having a minimum number of committed merchants before matching the cost. Ken will present further information in December.

B. Sophia Freni discussed the holiday spheres for lighting the Mill Pond, and said the Chamber has about 60-75 of them. The last time they were hung on the trees, the tridge and the gazebo. Shine Holiday Lighting is willing to hang them, but the labor was not included in the original estimate. The lighting is set with photo cells and digital timers. Brett from Shine said it would be easiest to hang them on the tridge and the gazebo, and it would cost roughly \$1500 for installation. A minimum of 30 working spheres are needed for the install. Matt Modrack plans to ask the DDA if they would be willing to pay for the spheres.

Motion by Nick Palizzi, seconded by Sheryl Kemmerling, to allocate up to \$2,000 to have Shine Holiday Lighting hang the spheres in the tridge if we have enough that work with a minimum of 30.

C. Mark Binkley talked about Downtown Brighton signage needs for the US-23/I-96 interchange. He said many people have mentioned they are confused about where to get off the freeway when traveling west on I-96 trying to get to downtown Brighton. He suggested using our Shop. Dine. holiday billboard at Kensington Road with the bottom portion explaining where to go to get downtown. He also talked about keeping that billboard with a new design after the holidays for maybe six months or so to continue guiding people downtown.

Matt Modrack talked about setting up a meeting between MDOT and the PSD to discuss further signage to let people know where to go to get to downtown Brighton.

The Board discussed having a billboard for 24 weeks after Christmas, which would cost \$24,000, and wondered if the DDA might split the cost.

Motion by Steve Pilon, supported by Nick Palizzi, to approve up to \$12,000 for the first three months of 2016 billboard allocation, plus the cost of vinyl.

D. Jen Ling talked about the Ladies Night Out event website, and gave some stats on the success of it. The website is promoted everywhere the event is promoted, and all the marketing materials have a QR code that is linked to the website. Recent stats- 4,907 views from April 1-May 31, 2015 (the last Ladies Night Out event took place May 7, 2015), and 7,794 views from April 1-October 31, showing that people are viewing the site all year long.

Motion by Lisa Nelson, supported by Jon Innes, to allocate \$250 for Mobile Hippo to update the Ladies Night Out website.

9. Old Business

A. A final design for the Adams Holiday Billboard was discussed, and the board decided to include verbiage for where to get off the freeway.

B. Jon Innes gave an update on holiday light sponsorship. He has been trying to connect with John Becker of Brewery Becker, and is waiting to hear back. He reached out to The Legacy Center who cannot sponsor at this time, but they sent the information to Fitwall. Mark Binkley said Corrigan committed to \$450, and the owners of the CVS Shopping Center are on board for \$250-500.

C. Due to lack of time, a Ladies Night Out update was not given. However, Jen Ling said she will need a list of the holiday light sponsors so she can include them in the WHMI scripts she is working on.

D. The Board discussed the ZingTrain training program, and decided to push the training back to 2016. Jen Ling is waiting to hear back from Kris Tobbe with additional information regarding potential days and dates for the training and a confirmation on pricing. The Board would like Kris Tobbe to attend an upcoming PSD meeting to discuss this further. It will then be put out to the merchants again to see if there is additional interest.

E. The Board moved the discussion about the draft RFP for marketing proposal and next steps to the December 2015 PSD meeting due to lack of time.

10. Liaison Reports

A. City Council (Shawn Pipoly) – No report (Shawn was absent)

B. Chamber of Commerce (Sophia Freni) – Sophia found the cords for the lights for Shine Holiday Lighting to use. No other update was given.

C. DDA (Matt Modrack) – Matt Modrack said the DDA is reentering the Main Street program, and said this is a good guide moving forward. MSHDA and the MEDC both want the Brighton DDA in the program. The PSD Board will have a chance to attend their seminars and programs. Matt also mentioned that the Howell DDA lost 45% of its value

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during the recession, and that Brighton was able to stay the same. He said the PSD is partially responsible for that.

11. Board Member Updates – Mark Binkley mentioned that his mom has been diagnosed with ALS, and that he has been traveling to New York to visit her. He said if he is unreachable or distracted, that is why.

12. Staff Updates – None

13. Call to the Public was at 9:17. George Moses with The Marketeer asked if it is possible for the PSD to share the merchant list with The Marketeer. He would like the ability to contact them directly to help advertise downtown Brighton.

Motion by Steve Pilon, seconded by Nick Palizzi, for George Moses of The Marketeer to have the email list of PSD members for the purpose of advertising downtown Brighton.

14. Motion by Steve Pilon, seconded by Nick Palizzi, to adjourn the meeting at 9:21 a.m. The motion carried 7-0-2.

Respectfully submitted,

Jen Ling, Recording Secretary
November 24, 2015

Next regular PSD board meeting –Tuesday, December 1, 2015 – 7:30 a.m.