

**City of Brighton**  
**Principal Shopping District Board Meeting Minutes**  
**Tuesday, October 6, 2015 7:30 a.m. Regular Session**

1. Meeting called to order by Mark Binkley at 7:36 a.m.

Those in Attendance:

Mark Binkley Y  
Nick Palizzi N  
John Okoniewski Y  
Sheryl Kemmerling Y  
Annette Jacoby Y

Lisa Nelson Y (arrived at 8:08 am)  
Jon Innes Y  
Steve Pilon N  
Shawn Pipoly Y (left at 9:00 am)

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

Staff:

Michelle Miller, Matt Modrack

Audience: 2

1. **Approval** of October 6, 2015 agenda

Motion by Shawn Pipoly, seconded by Sheryl Kemmerling, to approve the October 6, 2015 agenda as amended to add 6E George Moses, Marketeer. The motion carried 6-0-3.

2. **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 November 1, 2015 PSD Meeting.

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

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

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

Motion by John Okoniewski, seconded by Shawn Pipoly, to approve the September 2015 PSD Financial Report. The motion carried 7-0-2.

Michelle Miller will contact Nick Palizzi regarding the Mobile Hippo contract amount for the Ladies Night Out website and Matt Langdon from Hero Round Table regarding the transportation cost for the event.

5. Call to the Public was at 7:45 a.m., and was closed after hearing no response.

## 6. New Business

A. Shine Holiday Lighting Presentation by Brett Jasch. The Board agreed that more holiday lighting is needed to the downtown this year. Brett will be using the same format and lighting from year 2014 with the exception of new clips to hold the lighting in place. The cost for the lighting will be less than year 2014 which may allow room to purchase additional lighting. Brett presented to the Board various options to add lighting to the downtown and the cost do so which included lighting the large tree by the Artisan Bench, CVS corner bushes along Main Street, add lighting to the roofline from Rottermond Jewelers to the end of the building line, trunk wrap the trees at the Mill Pond, light the two trees in front of Ciao Amici's. There was discussion about adding the holiday balls that were used in previous years decorate the Tridge and some of the trees by Main Street. Sophia Freni will contact Christmas Décor and ask for the count and color of the bulbs. The Board will discuss at the next meeting whether to add them to the Mill Pond decorating.

**Motion** by John Okoniewski, seconded by Sheryl Kemmerling, to allocate up to \$3,500 for additional lights and trunk wrap lighting on the trees at the Millpond on Main Street 7-0-2

B. The Board discussed the Christmas Lights Sponsorships from year 2014 and what would be needed for year 2015. Jon Innes will be the lead for the sponsorship requests and will also contact the Legacy Center to ask for the same sponsorship level as last year. Mark Binkley will approach Corrigan to inquire if they are willing to light up the round-about tree. Matt Modrack will contact the owner of CVS and ask for a \$1,000.00 sponsorship to light up the CVS corner. Michelle Miller will forward to the Board the sponsorship list from year 2014. Michelle Miller will update the sponsorship form and forward it to Jon Innes for his use in obtaining sponsors.

C. Ladies Night Out will take place on December 3, 2015. Alex Cabildo from Portraits by Alex has agreed to shoot the event again this year in the amount of \$300.00. Jon Innes said The State Bank would be interested in sponsoring the giftwrapping during the event. There are three possible options for the location of the The Little Popup Shop; the Lion's Club, the empty space on the lower level of The White Dress building or the empty store front next to Great Harvest. Michelle Miller is to contact Cheryl Mayday to ask if it would be available to use during the event because it is easily visible. Occasions with a Personal Touch is the lowest bid for printing the brochures at a cost of \$655.20 to print 5000. Jen Ling will use 4000 brochures for the event and give 1000 to Hungry Howies Pizza to distribute on pizza boxes.

**Motion** by John Okoniewski, seconded by Jon Innes, to approve up to \$300.00 for Alex Cabildo to take photos at the LNO event and \$655.20 for Occasions with a Personal Touch to print LNO brochures, totaling \$955.20. The motion carried 7-0-2.

D. "Walkabout" for PSD web site ([www.WalkaboutApp.com](http://www.WalkaboutApp.com)) will be discussed at the November meeting.

E. George Moses presented and announced the November issue of the Marketeer will be celebrating 41 years, which will be in newspaper stands on October 31st. He presented November 2014 issue of the magazine and explained that he put the Ladies Night Out ad in at a cost of \$995.00 and donated the ad in the December issue last year and he will do the same for year 2015. He also presented the opportunity for the merchants to participate in co-op advertising which means the merchants can advertise at a discounted rate of \$125.00 per ¼ of a page. The total per page is \$500 and he has a 5 page limit. Every year George shoots pictures of the holiday lighting downtown and puts the pictures he took into a full page ad in the Marketeer with a thank you to the holiday lighting sponsors at a cost of \$660.00 and again, requests payment for November and donates in the month of December. He would extend the offer again this year

**Motion** by John Okoniewski, seconded by Shawn Pipoly, to approve up to \$995.00 for the Ladies Night Out ad, \$500.00 for the co-op advertising and \$660.00 for the thank you for the businesses who have sponsored the holiday lighting, totaling \$2,905.00. The motion carried 7-0-2.

#### 7. Old Business

A. ZingTrain Training discussion will continue after the first of the year. Matt Modrack requested that Jen Ling provide some hard numbers at the next meeting with regards to how many merchants will participate, dates available to do the training and the actual cost to the merchants.

B. Adams Outdoor Holiday Billboard – Mark Binkley will ask to have the billboard redesigned and send changes to the Board for approval

C. RFP draft for marketing proposal and next steps is tabled until the next meeting.

#### 8. Liaison Reports

A. City Council – No report

B. Chamber of Commerce (Sophia Freni) – The Holiday Glow will take place on November 21, 2015. The Power Dinner with Zehnders presenting will take place at 6:00 pm at Mt. Brighton.

C. DDA (Matt Modrack) – The Dairy Mart has been demolished and work has begun on the parking lot aspect of the property.

#### 9. Board Member Updates – None

#### 10. Staff Updates

A. Matt Modrack discussed at length the banners that hang at the Millpond. There is no doubt that the banners do not look attractive at the Millpond to have them rigged up to the flag pole and light poles. However, there is a lot of demand for them to advertise upcoming events and support of various activities. Only City Council can approve the removal of the banners all together, however he had a suggestion that he would like to take to City Council if approved. Next to the law offices at the Millpond are a group of evergreens and it might be possible to put in small banner poles in front of them and

hang banners in that area. Another option would be to put a small digital board in the area as well. He would ask the DDA to pay for the cost of the installation of the poles.

11. Call to the Public was at 9:09 am. and was closed after hearing no response.

12. Motion by Jon Innes, seconded by Lisa Nelson, to adjourn the meeting at 9:10 a.m. The motion carried 7-0-2.

Respectfully submitted,

Michelle Miller, Recording Secretary  
October 28, 2015

**Next regular PSD board meeting –Wednesday, November 4, 2015 – 7:30 a.m.**