

City of Brighton
Principal Shopping District Board Meeting Minutes
December 1, 2015 7:30 a.m. Regular Session

1. Meeting called to order by Mark Binkley at 7:32 a.m.

Those in Attendance:

Mark Binkley Y	Lisa Nelson Y
Nick Palizzi Y	Jon Innes Y
John Okoniewski Y	Steve Pilon N
Sheryl Kemmerling Y	Shawn Pipoly Y
Annette Jacoby Y	

Motion by Shawn Pipoly, seconded by Lisa Nelson, to excuse the absence of Steve Pilon. The motion carried 8-0-1.

Staff:

Michelle Miller, Jen Ling, Matt Modrack

Audience: 1

2. **Approval** of December 1, 2015 agenda

Motion by Shawn Pipoly, seconded by Sheryl Kemmerling to approve the December 1, 2015 agenda. The motion carried 8-0-1.

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

Motion by Shawn Pipoly, seconded by Lisa Nelson, to approve the August 5, 2015 Regular Meeting minutes. The motion carried 5-0-1-3 with once absence and Nick Palizzi, John Okeniewski and Sheryl Kemmerling abstaining.

4. **Approval** of November 2, 2015 Regular Meeting Minutes

Motion by Jon Innes, seconded by John Okeniewski, to approve the November 2, 2015 meeting minutes as amended to change agenda item 9.E. to say, "The Board moved the discussion about the draft RFP for marketing proposal and next steps to the January 2016 PSD meeting due to lack of time." The motion carried 8-0-1.

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

Motion by Lisa Nelson, seconded by Nick Palizzi, to approve the November 2015 PSD Financial Report as amended to add \$12,000 earmarked funds for Adams Outdoor. The motion carried 8-0-1.

6. Call to the Public was at 7:39 a.m. George Moses spoke, and reminded the Board about the ads the PSD is running in The Marketeer for the holiday season. He also mentioned that he included 6 pages of merchant co-op ads, and a 2 page spread of the holiday lights in the December issue.

7. New Business

A. Michelle Miller presented the list of 2016 proposed PSD Board meeting dates.

Motion by Sheryl Kemmerling, seconded by Annette Jacoby, to approve the 2016 proposed PSD Board meeting dates. The motion carried 8-0-1.

8. Old Business

A. Lisa Nelson gave an update for Ken Larscheid of Running Lab about the Downtown Brighton January Winter Sale. She said there are 11 confirmed merchants, and that he is expecting at least 25 merchants to participate in the event. She relayed the marketing plan, and said that he plans to direct efforts to the local area first, and intends to include paid Facebook advertising.

Motion by Nick Palizzi, seconded by Shawn Pipoly, for the PSD to match dollar for dollar the amount that Ken receives from merchant participant fees with a minimum of 20 merchants at \$50 each committed to the event. The motion carried 8-0-1.

B. The Board discussed Adams Outdoor billboard expressway exit signage. The PSD currently has a billboard on hold for the first quarter of 2016 for traffic directional signs to downtown. The PSD is looking for financial help from the DDA to assist with covering this expense. They are also questioning what signage MDOT plans to add. John Okeniewski added that it may be nice to somehow put our name on one of the overpasses as well. The Board also talked about looking for a sliver of land to acquire to put a permanent billboard. Matt Modrack and Jon Innes will look into available land. Shawn Pipoly pointed out that an area in Kensington Metropark might be a possibility.

C. The downtown lights from Shine Holiday Lighting were talked about. If the PSD continues with Shine next year, there are some issues that will need to be fixed. The Board plans to send a letter to Shine listing the problems and concerns that have been brought up, and is considering asking them for a discount. The Board can and see how they respond and will decide how to proceed in the future. Board members were asked to send the issues they have noted to Michelle, and she and Mark will compile the letter.

D. Jen Ling gave an update regarding Ladies Night Out. There were some issues with both the event brochures and the banner, so they were a little delayed, but everything was taken care of in a timely manner. There will, however, be an additional expense to have the brochures reprinted. Other than that, everything is on track and going well.

9. Liaison Reports

A. City Council (Shawn Pipoly) – Shawn said Council has had discussions about the SELCRA situation. In addition, they recently had their first meeting for their annual goal setting retreat, and plan to have the second meeting once a new city manager is in place. They will be having a closed session with blind applications for new city manager and council. On December 15, there will be an open house meet and greet with candidates they plan to interview. On December 16, public interviews will be held, and on December 18, a farewell party for Dana Foster will take place.

Also, every year, council reviews the liaisons for all of the Boards. Shawn wanted the PSD Board to know that if they believe another council person a better fit for the PSD Board, he would understand.

B. Chamber of Commerce (Sophia Freni) – Sophia mentioned that there were some internal communication issues with Shine for lighting the gazebo during Holiday Glow.

C. DDA (Matt Modrack) – At the December 15 meeting, the DDA Board will hear the results of the marketing study that was done about the theatre proposed for downtown.

At the January meeting, the Board will consider all projects they have planned, and will prioritize. This includes the proposed parking platform at the Johnson/Dairy Mart lot, the new band shell in which Jerry Spitler has donated \$120,000, the theater, parking lot maintenance, streetscape improvements at the Creamery and Second Street lots, and other projects.

10. Board Member Updates – Jon Innes said for Small Business Saturday, Howell had a list of participating businesses with all merchant offers. Bags were passed out with these lists of businesses along with coupons.

11. Staff Updates – Jen Ling told the Board that Real Irish recently opened on Grand River between Rottermond Jewelers and True Salon. Also, Matt Modrack mentioned that Claudia Roblee received a state award for being a small business ambassador.

12. Call to the Public was at 8:47 a.m., and was closed after hearing no response.

13. Motion by Lisa Nelson, seconded by Sheryl Kemmerling, to adjourn the meeting at 8:48 a.m. The motion carried 8-0-1.

Respectfully submitted,

Jen Ling, Recording Secretary
December 21, 2015

Next regular PSD board meeting –Tuesday, January 5, 2016 – 7:30 a.m.