

**City of Brighton**  
**Principal Shopping District Board Meeting Minutes**  
**October 4, 2016 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	Y
Nick Palizzi	Y	Jon Innes	Y
John Okoniewski	N	Steve Pilon	Y
Sheryl Kemmerling	Y	Shawn Pipoly	Y
Annette Jacoby	N		

**Motion** by Nick Palizzi, seconded by Lisa Nelson, to excuse the absences of John Okoniewski and Annette Jacoby. The motion carried 7-0-2.

Staff:

Jen Ling & Jessica Reed

Audience: 2

2. **Approval** of October 4, 2016 Agenda

**Motion** by Shawn Pipoly seconded by Lisa Nelson, to approve the October 4, 2016 agenda as amended to add Ladies Night Out to 7D and add Downtown Brighton Facebook page to 7E. The motion carried 7-0-2.

3. **Approval** of July 6, 2016 & September 13, 2016 Regular Meeting Minutes

Not able to approve July minutes, as not enough board members are present who attended the July 6, 2016 meeting.

**Motion** by Shawn Pipoly, seconded by Jon Innes, to approve the September 13, 2016 Regular Meeting Minutes. The motion carried 7-0-2.

4. **Approval** of September 2016 PSD Financial Report

**Motion** by Nick Palizzi, seconded by Steve Pilon, to approve the September 2016 PSD Financial Report. The motion carried 7-0-2.

5. Call to the Public was at 7:37, and was closed after hearing no response.

6. New Business

A. Banners-

The Pink Week banner is scheduled to go up October 11 through October 27. The PSD talked about picking up the cost of the banner date change.

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**Motion** by Sheryl Kemmerling, seconded by Steve Pilon, to cover the banner date change cost of \$118.

The Art Guild would like a banner to go up for their Kaleidoscope event. They are requesting it be up November 1-8. After a discussion, the Board decided to make it mandatory that those wanting a banner up for their event, will need to come and present to the Board and fill out an application that Jessica will create.

**Motion** by Shawn Pipoly, Seconded by Jon Innes, to approve the banner schedule through the end of the year.

B. Main Street Associate Level Resolution- Jessica Reed said the DDA is considering a resolution to renew the Michigan Main Street program at the Associate Level. Shawn Pipoly said the City stepped away from it, but he feels they should show support as a board for future grant possibilities.

**Motion** by Nick Palizzi, seconded by Jon Innes, to support the Michigan Main Street Associate Level Resolution.

C. Brighton 150th Anniversary- Mark Binkley brought up having a logo created for Brighton's 150<sup>th</sup> anniversary. He sees this used in conjunction with the current PSD and City logos. Eight Ten Designs (Nick Palizzi's company) created some designs and Nick discussed them. Mark Binkley proposed a three way cost split between the City, the DDA and the PSD (\$200 each) for the logo. Mark will make sure with the DDA that they are allowed to sign a contract with a PSD Board member.

**Motion** by Steve Pilon, seconded by Lisa Nelson, to spend \$200 for a 150<sup>th</sup> Anniversary logo.

D. Christmas Light Sponsors- The City kicked in \$5,000 this year, versus \$15,000 in previous years for the holiday lights. Nick will reach out to Jimmy Banish regarding sponsorship, and Jon Innes will talk to Brewery Becker and First National Bank. Mark Binkley will ask Corrigan Oil.

E. Tridge or Treat- The Tridge or Treat organizers would like to have the banner put up promoting the event. The PSD has sponsored this event in some capacity in the past (financial commitment numbers not available at the moment). The representative who was supposed to be here did not show up, so the Board did not have the info they needed, and did not approve the banner to be put up.

**Motion** by Shawn Pipoly, seconded by Jon Innes, to amend the banner schedule to remove the Tridge or Treat event.

**Motion** by Nick Palizzi, seconded by Jon Innes, to move the Kaleidoscope banner up a week, then Ladies Night Out, then Veteran's Day and Holiday Glow.

## 7. Old Business

A. WHMI- Cristina Sheppard-Decius was given information with demographics from WHMI, and she thinks the PSD should proceed with the WHMI contract right now, but

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should also consider a broader reach in the future. The Board discussed the contract and decided to ask WHMI if they would add a remote for Ladies Night Out at no charge.

**Motion** by Nick Palizzi, seconded by Shawn Pipoly, to approve the WHMI contract with the addition of a remote for Ladies Night Out for absolutely no charge.

B. Legacy Center- Cristina Sheppard-Decius also supported the Board moving forward with The Legacy Center sponsorship.

**Motion** by Jon Innes, seconded by Nick Palizzi, to provide The Legacy Center with the additional \$4,500 contingent on them allowing the PSD Board to provide input on the space.

C. POW! Strategies Update- Cristina Sheppard-Decius will be presenting at the December PSD meeting.

D. Ladies Night Out Update- Jen Ling gave an update, and provided information about upcoming event expenses to get approval. She discussed event brochures, the Ladies Night Out website, photos in the street by Portraits by Alex, Facebook advertising, signage updates and the The Livingston Lamplighters. The Board approved everything presented. Jen also mentioned The Marketeer and reminded the Board they typically purchase an ad in the publication for the event.

**Motion** by Nick Palizzi, seconded by Lisa Nelson, to approve spending \$1,800 for the entire advertising campaign (including Jen Ling's notes) and to buy a full page ad in The Marketeer for \$600.

E. Downtown Brighton Facebook Page- Shawn Pipoly mentioned that City Manager, Nate Geinzer, is concerned about the PSD Facebook page, as it looks like the page is being used for advertising based on what the See You Then app is posting. It was brought up that the posts feel inappropriate on a City sanctioned page. The PSD would like to get Nate Geinzer and Andy Drake to the next meeting to discuss, if possible.

**Motion** by Shawn Pipoly, seconded by Nick Palizzi, to table this discussion until the next meeting.

8. Liaison Reports

A. City Council (Shawn Pipoly) – Eberspaecher is having an open house today at 3:00 p.m. for their new expansion.

B. Chamber of Commerce (Sophia Freni) – Sophia gave a rundown of upcoming Chamber events, and mentioned the following: BHS Pink Week Oct. 17-25; Professional Women's Club of Michigan season kickoff Oct. 19; St. Paul Church anniversary Oct. 23 and Power Lunch with Zingerman's Founder & CEO, Ari Weinzweig Oct. 26. She also reminded the Board to give her the list of light sponsors for Holiday Glow for the sign on the CoBACH building.

C. DDA -Shawn said most of the DDA funds are dedicated to City issues. He also mentioned the memorial service for Matt Modrack and commented that it was excellent and said that Matt would've been happy.

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9. Board Member Updates- None

10. Staff Updates – Rental Inspector, Mike Caruso, is now with the City full time. Also, Jen Ling mentioned that the Downtown Brighton Alzheimer’s Walk drew over 600 Brighton residents, and they raised approximately \$90,000.

11. Call to the Public was at 9:28 a.m. George Moses spoke and said he wants to do something significant for the 150<sup>th</sup> anniversary. The Marketeer will be celebrating its 42<sup>nd</sup> year next year as well, and he would like to work with other entities to help celebrate.

12. Motion by Shawn Pipoly, seconded by Steve Pilon, to adjourn the meeting at 9:30 a.m. The motion carried 7-0-2.

Respectfully submitted,

Jen Ling, Recording Secretary  
October 27, 2016

**Next regular PSD board meeting –Tuesday, November 1, 2016 – 7:30 a.m.**