

City of Brighton
Principal Shopping District Board Meeting Minutes
November 1, 2016 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 N	Jon Innes Y
John Okoniewski Y	Steve Pilon Y
Sheryl Kemmerling Y	Shawn Pipoly Y
Annette Jacoby Y	

Motion by Jon Innes, seconded by John Okoniewski, to excuse the absence of Nick Palizzi. The motion carried 8-0-1.

Staff:

Jen Ling & Jessica Reed

Audience: 7

2. **Approval** of November 1, 2016 Agenda

Motion by Shawn Pipoly seconded by Steve Pilon, to approve the November 1, 2016 agenda as presented. The motion carried 8-0-1.

3. **Approval** of July 6, 2016 & October 4, 2016 Regular Meeting Minutes

The Board could not approve the July 2016 meeting minutes, as there are not enough Board members present who were at the July 2016 meeting.

Motion by Shawn Pipoly, seconded by Jon Innes, to approve the October 4, 2016 Regular Meeting Minutes. The motion carried 8-0-1.

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

Motion by Shawn Pipoly, seconded by Jon Innes, to approve the September and October 2016 PSD Financial Report. The motion carried 8-0-1.

5. Call to the Public was at 7:43. Claudia Roblee with ArtVentures spoke about the 150th anniversary logo and mentioned concern about the logo being designed by a PSD Board member. She also wondered about getting more people involved and suggested a logo contest or something to do so. Claudia also talked about the Downtown Brighton Facebook page and said she thinks it should be about promoting the businesses in addition to events and other info that is pushed. She thinks the See You Then app helps with that and makes the site more dynamic. Whitney Stone with 2 Stones Events talked about Jazz @ the Pond and thanked the PSD for the support. Their major sponsor is already on board for 2017. Emily Marone with WHMI said hello and introduced herself to the Board. She said she is happy to talk about Speedy Spots (which is on the agenda) and answer any questions.

6. POW! Strategies: Cristina Sheppard-Decius gave a report with info from over 269 recently conducted intercept surveys. Surveyors hit different parts of downtown and PSD between 11-2 and 5-8 mostly on Saturdays. Surveys found 32% of the people were out for dining, 20% were out for shopping and 14% were out for no purpose (browsing). Polling showed significant amount of people were from Brighton (30.9% 48116 and 18.2% 48114). Also 10.8% from Howell, 5.6% from Pinckney and 3% from South Lyon. She also included the businesses many were stopping by and total picture of where people from. Age bracket 25-34 largest. Average annual income \$112,543- which is significant for business development and recruiting businesses. Average person had over 11 visits per month equaling \$5,196 per year. Biggest strength is atmosphere. Biggest weakness is traffic. When asked about desired businesses, 43% said "all good!" 25% said more variety of restaurants. Competition mostly from Howell, Milford and Ann Arbor. Cristina suggests we look at what type of businesses we are in need of, and if business does close, do an exit survey with them. Overall first reaction of Board is that this is mostly positive feedback.

Some of Cristina's initial recommendations are: Need to expand idea that downtown is not just Main Street. Attention to Grand River businesses- because of visibility and building lot lines, it feels less like downtown. Diversify business mix with priority desired businesses. Hold networking meetings for PSD group- make it social with an agenda. Begin marketing tracking. Do a total business inventory and an annual report to businesses. Cross promote businesses with events. Need master plan for downtown. Marketing- focus 15-30 mile distance communities. Highlight niche businesses to build awareness. Need to be more walkable with more pedestrian signage and crosswalks on Grand River. Work with local recreation- ie. Mt. Brighton. Concierge level marketing- front line people should know what is in downtown. Cristina has much more info available.

7. New Business

A. 150th Anniversary Committee- City Council dedicated the planning to the PSD Board. To find a committee, select a chair, and get other interested parties involved to coordinate the celebration. Interested parties include the DDA, BACC, Council, the Historical Society, Kiwanis, rotary and others. The PSD thinks 9 to 11 people max would be ideal. The PSD will select a committee who will select a chair and take it from there. The PSD will help promote. Shawn Pipoly will be on the committee as a representative of the PSD. The PSD will send a note to the other interested groups and see what response comes back. A lot of people can participate without actually being on the committee. Mark will work with Shawn and Jessica to put together a letter, and will try to get parties together in January. Tom Tolen with WHMI mentioned that the Livingston Players would probably want to be involved. Andy Drake with See You Then recommended a past, present, future idea to look at Brighton moving forward.

B. WHMI Speedy Spots- Emily Marone with WHMI talked about Speedy Spots and asked if the Board wanted to use them again. The consensus of the Board is to use the same voice as was used previously.

Motion by Jon Innes, seconded by Shawn Pipoly, to approve up to \$200 to use Speedy Spots for the WHMI Holiday Glow, Small Business Saturday, Ladies Night Out and holiday shopping commercials.

C. Downtown Brighton Facebook Page- Andy Drake said his perspective in last 28 days is that tying the Downtown Brighton Facebook page to the See You Then app has really helped merchants get reach and he now has measurable metrics. Shawn Pipoly said the concern is that when tying it to the Downtown Brighton page, it is also being tied to City, and said that who is choosing what is and is not acceptable on the page is no longer up to us. Mark said we did a trial run. Let's look at final study and final reports and decide plan of attack and how it relates to social media and decide when can talk about it in detail. Claudia Roblee said she thinks perception is that people do not know that the Downtown Brighton Facebook page it's related to City. Do we keep the tie between the page and the app it going? Nate Geinzer said the larger issue from his perspective is that the PSD represents a large body of merchants and those using the app are using a PSD asset to advertise, which is not purpose of the PSD. He also said the page should be about downtown, and not individual merchants. He mentioned the original purpose of the PSD was to promote the downtown business community. He believes the tie should be broken between the app and the page, and there should be a strategy. He feels this is an inappropriate use of resources. The decision was to stop the tie between the pages and figure out a way to make it work for everyone including City. This will be put on the January agenda, and Andy can bring his analytics.

D. Banner Calendar and Application- Jessica Reed presented the banner request document she created. She wants the Board members to have input on the decision making process, and to let her know if anything is missing or needs to be changed. The plan is to work with previous events to get them on list first and let them know the new process. Start rolling out now for 2017 calendar. Maybe consider a fee in the future?

E. Harbor House- Livingston County Visitor's Guide- The PSD ran a quarter page ad for \$625 in the Livingston County Convention & Visitor's Bureau Visitor's Guide the last couple years. Is the PSD going to do this again?

Motion by John Okeniowski, seconded by Steve Pilon, to approve same ad we did last year for Livingston County Visitor's Guide for \$625.

8. Old Business

A. Ladies Night Out- Jen Ling gave a brief update about Ladies Night Out and said that event brochures have been ordered and will be distributed as soon as possible. She also said the event website has been updated, and also mentioned that The Marketeer came out with the Ladies Night Out ad Jen created. However, the ad that the Board approved for the Marketeer was only approved for \$600 last month, and it should've been for \$995.

Motion, by Okoniewski seconded by Jon Innes, to approve an additional \$395 for the Ladies Night Out in The Marketeer.

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B. Winter Sale- The Board discussed sending a note to the merchants to find out who is interested in being involved in planning of the Downtown Brighton Winter Sale. Mark Binkley will reach out to a few people who have been involved in the past, and Jen Ling will send a note to the merchants.

C. Holiday Lights Sponsor Update- Jon Innes said Brewery Becker has committed to \$2,000; the City of Brighton has put in \$5,000; The State Bank and Corrigan Oil have each committed to \$500; and he is waiting to hear back from First National Bank, but have been discussing a \$1,000 sponsorship with them. Jessica Reed said The Legacy Center has committed to at least \$1,000. Jen Ling requested the list be sent to her as soon as possible so she can submit the copy for the first WHMI script that is due in the next few days. She mentioned that if more come in, they can be added to the later produced commercials.

9. Liaison Reports

A. City Council (Shawn Pipoly) – Shawn said the Challis Road construction planning is in action and also said City Council received their annual audit report.

B. Chamber of Commerce (Jen Ling) – Jen said the Chamber is offering a How to Double Your Business Workshop that might be of interest to small business owners at the Chamber Thursday, November 3.

C. DDA (Shawn Pipoly)– Phase two of the environmental proposal was approved on October 2 for the property on 2nd Street.

10. Board Member Updates- Tomorrow POW! Strategies meeting at Brewer Becker. Open public form.

11. Staff Updates – Jimmy is expecting PSD Board and staff at The Legacy Center after this meeting.

12. Call to the Public was at 9:41 and was closed after hearing no

13. **Motion** by Shawn Pipoly, seconded by Jon Innes to adjourn the meeting at 9:42 a.m.

Respectfully submitted,

Jen Ling, Recording Secretary
November 10, 2016

Next regular PSD board meeting –Tuesday, December 6, 2016 – 7:30 a.m.