

**City of Brighton
Principal Shopping District Board Meeting Minutes
December 6, 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 Y	

Motion by Nick Palizzi, seconded by Steve Pilon, to excuse the absence of John Okeniewski. The motion carried 8-0-1.

Staff:

Jen Ling, Jessica Reed, Pam Stewart, Brandon Skopek, Michelle Miller, & Nate Geinzer

Audience: 7

2. **Approval** of December 6, 2016 Agenda

Motion by Lisa Nelson seconded by Nick Palizzi, to approve the December 1, 2016 agenda as presented. The motion carried 8-0-1.

3. Call to Public: was at 7:34 a.m.

Susan Walters-Steinacker, 907 Brighton Lake Road, asked that the new members of the PSD and DDA receive a copy of the City Charter so that they understand that they may not benefit financially from their position on the City boards.

The Call to the Public was closed at 7:35 a.m.

4. Presentation by POW! Strategies: Cristina Sheppard-Decius, marketing consultant with POW! Strategies, gave a presentation with her recommendations. The Board wants to have special meetings over the next six months to discuss the presentation and determine a plan, and when the new fiscal year begins in July, the plan can start to be implemented. A special meeting will be scheduled for January 2017. Cristina will include a recommended schedule when she sends her presentation to help formulate a plan.

5. **Approval** of July 6, 2016 and November 1, 2016 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 Pipoly, seconded by Innes, to approve the November 2016 Meeting Minutes. The motion carried 8-0-1.

Principal Shopping District Board Meeting Minutes

December 1, 2016

6. **Approval** of November 2016 Financial Report

Motion by Shawn Pipoly, seconded by, Nick Palizzi, to approve the November 2016 Financial Report. The motion carried 8-0-1.

7. New Business

A. Michigan International Women's Show: the Board discussed hiring Erica Stevens to man the PSD booth at the Women's Expo. Nick Palizzi will reach out to her to see if she is interested and find out what she would charge. They also talked about asking the Chamber to do it. In addition, they discussed having co-op ads for the merchants available, or charging the merchants to display their items at the event. Ladies Night Out falls on the Thursday of the week of the expo, so the board also talked about changing the Ladies Night Out date. They will revisit these ideas in January.

8. Old Business

A. Winter Sale: Last year the PSD spent about \$2,500 on the Winter Sale event. Jen Ling mentioned there are a few merchants who are willing to help but would like more info. The Board talked about Jen organizing the event with help from the committee. She will reach out to Ken Larscheid to see what needs to be done.

Motion by Steve Pilon, seconded by Sheryl Kemmerling, to allocate the same funds as last year for the Downtown Brighton Winter Sale and to have Mark Binkley sign off on media, contingent upon having a committee and getting a minimum of 20 businesses.

9. Liaison Reports

A. City Council (Shawn Pipoly) – DPW started a new contract. Also, the 150th Anniversary Celebration committee will have its first meeting this evening in Council Chambers from 6:00-8:00 p.m. Anyone is welcome to attend, as they would like as many contributions as they can get.

B. Chamber of Commerce (Sophia Freni) – Sophia wants to discuss ways to cross-promote, so during events people bounce back and visit the merchants. She welcomes ideas on how to accomplish this, and would like to come up with a plan.

C. DDA (Shawn Pipoly) – Shawn said there is a lot of discussion about what is happening in Lansing right now. He also mentioned that the city trash receptacles are getting old and that they are discussing trash and recycling options.

10. Board Member Updates- None

11. Staff Updates – None

12. Call to the Public was at 9:40 and was closed after hearing no response.

13. **Motion** by Lisa Nelson, seconded by Nick Palizzi to adjourn the meeting at 9:40 a.m.

Principal Shopping District Board Meeting Minutes
December 1, 2016
Respectfully submitted,

Jen Ling, Recording Secretary

November 10, 2016

Next regular PSD board meeting -Tuesday, January 3, 2016 - 7:30 a.m.