

City of Brighton
Principal Shopping District Board Meeting Minutes
April 5, 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 Y	Jon Innes Y
John Okoniewski N	Steve Pilon N
Sheryl Kemmerling Y	Shawn Pipoly Y
Annette Jacoby N	

Motion by Shawn Pipoly, seconded by Sheryl Kemmerling, to excuse the absences of John Okoniewski, Annette Jacoby and Steve Pilon. The motion carried 6-0-3

Staff:

Michelle Miller, Jen Ling, Matt Modrack

Audience: 1

2. **Approval** of April 5, 2016 agenda

Motion by Nick Palizzi, seconded by Jon Innes, to approve the April 5, 2016 agenda as modified to add a discussion about billboards to 6E. The motion carried 6-0-3.

3. **Approval** of March 1, 2016 Regular Meeting Minutes

Motion by Nick Palizzi, seconded by Sheryl Kemmerling, to approve the March 1, 2016 Regular Meeting Minutes. The motion carried 5-0-3-1 with three absent, and Lisa Nelson abstaining.

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

Motion by Sheryl Kemmerling, seconded by Shawn Pipoly, to approve the March 2016 PSD Financial Report. The motion carried 6-0-3.

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

6. New Business

A. Marketing Presentation- Cristina Sheppard-Decius- Christina Sheppard-Decius works with the city of Dearborn. She also was with the Ferndale DDA for 15 years, and was the brains behind the resurgence of that community. A meeting took place between Shawn, Jon, Matt and Michelle to discuss potentially looking for a marketing strategy plan and communications proposal. The PSD's current strategy is 10 years old. Christina presented a full plan that includes research and a strategic plan. The total cost of this full proposal, as presented, would be \$13,500. The next phase would include her helping us implement. Matt Modrack said he wants to ask the DDA to pick up the cost for this. Mark

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Binkley mentioned that he plans to ask the DDA for help with the holiday lights as well. Shawn Pipoly suggested both parties split the cost. All the merchants should see this as a benefit to the entire district. The Board also discussed possibly in the future offering the merchants some business assistance paid for by the PSD.

Motion by Nick Palizzi, seconded by Shawn Pipoly, to retain Cristina Sheppard-Decius for her services.

Motion by Nick Palizzi, seconded by Shawn Pipoly, to go to the DDA and ask for funding for Cristina Sheppard-Decius's proposal.

Cristina will send Matt the agreement and will include a start date, which will probably be in May.

B. Ladies Night Out (LNO) Update and WHMI Proposals- Event brochures for Ladies Night Out are ready to be printed. The cost for this is \$655 for 5,000 brochures to be printed, stuffed with the insert and delivered. Also, the LNO website domain name and the Mobile Hippo contract for hosting needs to be renewed, and the site needs to be updated with information for the upcoming event. The Little Popup Shop will be at the Brighton Lion's Club again. Cost to update signage for this is \$48.

Motion by Nick Palizzi, seconded by Sheryl Kemmerling, to spend \$655 to get the event brochures for Ladies Night Out.

Motion by Jon Innes, seconded by Sheryl Kemmerling, to update the Ladies Night Out website for \$405.

Motion by Sheryl Kemmerling, seconded by Lisa Nelson, to spend \$48 on directional signage for The Little Popup Shop.

Portraits by Alex is on board to take photos at the event again. The Board asked for the turnaround time from Alex to be a little quicker. They also requested some of the photos to have business names in the background or something to indicate Brighton. Also, Jen requested to spend \$100-200 on Facebook advertising for LNO.

Proposals from WHMI were presented for Ladies Night Out and Mother's Day.

Motion by Shawn Pipoly, seconded by Nick Palizzi, to spend \$2,420 on Portraits by Alex and Facebook ads for Ladies Night Out, and WHMI ads for Ladies Night Out and Mother's Day.

C. A Taste of Brighton (TOB)- As discussed at the TOB Committee meeting, Nick Palizzi has been voted the chairman of the A Taste of Brighton committee.

Motion by Lisa Nelson, seconded by Jon Innes, to appoint Nick Palizzi the chairperson of the A Taste of Brighton committee with a volunteer base of whoever would like to be part of it.

Nick will need to report regularly about TOB to the PSD Board. Also, a discussion came up about whether or not the committee is going to renew the contract with the Chamber

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for \$2,500, as the insurance for the event is now running through the City. Jen Ling said the Chamber provides many things in addition to insurance for the event. Michelle Miller gave the Board an email thread that included a message from Thaddeus McGaffey questioning the contract and Jen Ling responded with a list of some of the things the Chamber supplies. In addition, Nick asked the PSD about supporting the event with funding going toward some of the marketing for the event. He was asked to come back with a proposal listing what the funding is for exactly.

D. Michigan Main Street Seminar Participation- The City of Brighton is in the process of obtaining a membership in the Michigan Main Street program. Signing up at an associate level will help to get grant funding from the MEDC. Participation is needed from all Boards to go to some seminars. Sheryl Kemmerling offered to go May 19, and Lisa Nelson said she will also try to attend. Another seminar is offered in July in Three Rivers. Matt Modrack and Michelle Miller are planning to attend both sessions. If any other Board members would like to go to either, let Michelle know.

E. Billboard on US-23- Nick Palizzi discussed an advertising opportunity on the new digital billboard on US-23 near Lee Road. They currently have great rates for rotating ads. Nick asked the restaurant group if they are interested. Only seven committed at \$500 each. They are planning to do a general ad about outdoor dining with logos from the participating restaurants added. He is proposing a co-op with the PSD. They have eight rotating spots, and each spot is \$1,000 per month. If the PSD decides to co-op, it would cost the PSD \$3,600 for three spots for eight weeks. If the PSD paid for the billboard and did not co-op, it would cost \$2,000 a month, and the PSD could put LNO, TOB, and whatever else they want on there. Nick, however, would like the focus to be on outdoor dining, as it is a draw. He is proposing to do a three month campaign, from May through July.

Motion by Shawn Pipoly, seconded by Sheryl Kemmerling, to spend up to \$6,000 to lock in the billboard on US-23 for three months with the caveat of a subcommittee to give input on the designs.

7. Old Business

A. Discuss ZingTrain Training – The training provided great info. Jen said she plans to send a survey to the merchants. Sheryl, Lisa and Jon said they could incorporate bits and pieces of it into their businesses. Mark suggested maybe we offer other seminars in the future. The Board decided to take a look at the feedback and decide from there.

B. 2016 Michigan International Women’s Show – Jen Ling will send Cathy Dedakis an email to find out where we are at with planning for the Women’s Show.

8. Liaison Reports

A. City Council (Shawn Pipoly) – All civic event applications have been approved. Shawn also mentioned that the University of Michigan Health Systems presented at the last City Council meeting.

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B. Chamber of Commerce (Sophia Freni) – The George Winston concert sold out. Lisa Wong (Who owns the building where Cooland was) will be teaching Mandarin classes at the Chamber. A ribbon cutting for Yogurtopia is scheduled for April 21, and the Chamber is offering continued education classes for insurance agents also on April 21. Sophia said she had some good feedback that the billboard directing people to downtown was helpful. Also, Sophia mentioned that the Chamber understands that securing the contract for TOB is an extra expense, but the Chamber supplies a lot for that event, as Jen Ling outlined pretty well.

C. DDA (Matt Modrack) – The DDA discussed various options for the budget for FY 15-16. A majority of the funds will be committed to the Challis Road project because of the University of Michigan Health Systems building, which is slated to open within the next year or so.

9. Board Member Updates- Jon Innes said The State Bank will be having a customer appreciation day on Friday, and will be offering paper shredding from 11:00 a.m.-1:00 p.m.

10. Staff Updates – None

11. Call to the Public was at 9:48 a.m., and was closed after hearing no response.

12. Motion by Nick Palizzi, seconded by Lisa Nelson, to adjourn the meeting at 9: a.m. The motion carried 6-0-3.

Respectfully submitted,

Jen Ling, Recording Secretary
April 28, 2016

Next regular PSD board meeting –Tuesday, May 3, 2016 – 7:30 a.m.