

**City of Brighton**  
**Principal Shopping District Board Meeting Minutes**  
**July 6, 2016 7:30 a.m. Regular Session**

1. Meeting called to order by Shawn Pipoly at 7:36 a.m.

Those in Attendance:

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

**Motion** by Nick Palizzi, seconded by John Okeniewski, to excuse the absences of Mark Binkley, Lisa Nelson, Jon Innes and Steve Pilon. The motion carried 5-0-4

Staff:

Michelle Miller, Jen Ling, Matt Modrack

Audience: 4

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

**Motion** by John Okeniewski, seconded by Sheryl Kemmerling, to approve the July 6, 2016 agenda. The motion carried 5-0-4.

3. **Approval** of June 7, 2016 Regular Meeting Minutes

**Motion** by John Okeniewski, seconded by Nick Palizzi, to approve the June 7, 2016 Regular Meeting Minutes. The motion carried 5-0-4.

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

**Motion** by Nick Palizzi, seconded by Annette Jacoby, to approve the June 2016 PSD Financial Report. The motion carried 5-0-4.

5. Call to the Public was at 7:41. Jimmy Banish with The Legacy Center spoke and talked about their Annual Snapshot of demographics and impact of their events since their fieldhouse has been open. Jimmy talked about downtown Brighton's presence at the center, as Matt Modrack was inquiring. He also mentioned that they are building 6-12 baseball/softball fields and adding volleyball areas as well. Next fall they will break ground on a medical wellness facility. Shawn Pipoly brought up their Powerade Tournament, and if the PSD wants to get involved with a sponsorship, they need to decide now. Jimmy will be added to next month's agenda and will discuss further then. Maybe the PSD can create a brochure with children's activities or downtown restaurants/bars or other items that would be of interest the attendees at The Legacy Center.

6. New Business

A. Alzheimer's Association Presentation- Maggie Gibbons with the Alzheimer's Association spoke and gave an overview of their organization and talked about the annual walk they are planning in downtown Brighton the morning of October 1. They changed the date this year to a Saturday instead of a Sunday, as they would like to see their attendees stop into downtown shops and restaurants, and many of them are not open on Sunday. Maggie mentioned that about 60% of their attendees are from Livingston County. Main Street will be closed this year for their event, as they have outgrown the sidewalk. They want to get the PSD's input on how to bring the walk and the merchants together for biggest impact for the merchants. Last year they had 620 walkers and this year they expect 750+. Their goal is to eventually to have smaller events in downtown leading up to the walk and to make it similar to the Pink Party in Howell by making the town purple with thousands of attendees. They talked about having bounce houses, entertainers, etc. in the street before and after the event. They would like to see the PSD get involved by having the merchants put up posters and possibly with a Main Street banner.

**Motion** by Nick Palizzi, seconded by Sheryl Kemmerling, for the PSD to purchase and put up a banner for the Alzheimer's Association Brighton Walk with the caveat the PSD Board discuss the timing when they have more Board members present.

7. Old Business

A. A Taste of Brighton Update- Jen Ling and Nick Palizzi gave an update about A Taste of Brighton. They talked about marketing efforts, street layout and a few other items. Event planning is moving forward and everything is looking good.

B. POW! Marketing Strategies Update- Michelle Miller gave a handout about what Cristina is doing in Dearborn. Also- Cristina met with some of the downtown merchants to discuss one-on-one and in groups their thoughts and ideas. Some of those merchants are Claudia Roblee (ArtVentures), Elena Borg (Brighton Bar & Grille), Denne Drewno (Tribute Salon), Lisa Nelson (Hush Intimate Apparel), Nick Palizzi (Downtown Main Martini Bar & Grille), Mark Binkley (Cooper & Binkley Jewelers and Bink & Bab's Boutique) and Keith Karp (Oh My Lolli!). If any other merchants are interested in meeting with her, she will be in town next Tuesday. She also plans to connect with residents who do not have businesses downtown. Cristina will be presenting at either the August or September PSD meeting.

8. Liaison Reports

A. City Council (Shawn Pipoly) – No report.

B. Chamber of Commerce (Sophia Freni) – Sophia mentioned she has some data to share that the Chamber has been collecting from event attendees at the last six events. She will send to Michelle Miller. She also talked about Brighton After Dark- a component of the Brighton

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Fine Art & Acoustic Music Festival on Saturday, August 6 in the Hyne Street parking lot from 8-11 p.m. featuring a beer/wine tent and acoustic music.

C. DDA (Michelle Miller) – With the University of Michigan Health System coming in, the DDA is dedicating lots of funds to the Challis Road corridor. They are providing a match for a grant for this project and also for a project on Grand River from the city limits to Brighton Auto Repair (formerly Corky’s Car Clinic). The DDA is also in the process of trying to acquire a property in the downtown area to tear down and entice a developer to come in and develop.

9. Board Member Updates- None

10. Staff Updates – None

11. Call to the Public was at 8:34 a.m., and was closed after hearing no response.

12. Motion by Nick Palizzi, seconded by Annette Jacoby, to adjourn the meeting at 8:35 a.m.  
The motion carried 5-0-4.

Respectfully submitted,

Jen Ling, Recording Secretary  
July 29, 2016

**Next regular PSD board meeting – August 9, 2016 – 7:30 a.m.**