

**City of Brighton**  
**Principal Shopping District Board Meeting Minutes**  
**September 13, 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	N	Jon Innes	Y
John Okoniewski	Y	Steve Pilon	Y
Sheryl Kemmerling	Y	Shawn Pipoly	Y
Annette Jacoby	Y		

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

Staff:

Michelle Miller, Jen Ling, Jessica Reed

Audience: 3

2. **Approval** of September, 2016 Agenda

**Motion** by Shawn Pipoly, seconded by John Okoniewski, to approve the September 13, 2016 agenda as amended to add Legacy Center Discussion as 7D. The motion carried 8-0-1.

3. **Approval** of August 9, 2016 Regular Meeting Minutes

**Motion** by Shawn Pipoly, seconded by Sheryl Kemmerling, to approve the August 9, 2016 regular meeting minutes. The motion carried 6-0-1-2, with John Okoniewski and Annette Jacoby abstaining.

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

**Motion** by Shawn Pipoly, seconded by Steve Pilon, to approve the August 2016 PSD Financial Report. The motion carried 8-0-1.

5. Call to the Public was at 7:40. Claudia Roblee with ArtVentures spoke and requested the PSD consider approving a link between the PSD Facebook page to the See You Then app. She said by incorporating the app into the PSD page, the board would leverage marketing being done by the PSD merchants, as everyone's business posts would show up on our feed. This will also give Andy (See You Then creator) some analytics to use when he presents to the PSD board in the future, and is a good way to measure how the app is working. Sheryl Kemmerling and Lisa Nelson have both been working with him, and feel that the app has helped get their names out there, and both have good feedback. Jen Ling mentioned that having this post too much could bury post of our own, as something to consider.

**Motion** by Sheryl Kemmerling, seconded by John Okeniewski, to allow the See You Then app to access the PSD Facebook page until our November meeting when the board makes a decision.

6. New Business

A. Shine Holiday Lighting Presentation- Bret Jasch from Shine Holiday Lighting spoke and apologized for the hiccups last year. He gave the board pricing and said it will stay the same from last time. He and the board discussed making a few changes to the way the lights are strung and what to do on the tridge. Michelle Miller brought up some of the issues last year, including concerns Matt Modrack had after a building owner complained about damage to their building, which Brett was not aware of. They also talked about lighting the roundabout, and possible changes from previous years. In the end they decided to branch wrap the trees at the Mill Pond and do the roundabout tree in red.

**Motion** by Lisa Nelson, seconded by Steve Pilon, to approve up to \$23,785 for Shine Holiday Lighting for 2016 lighting in downtown Brighton.

B. Adams Outdoor Billboards- Mark Binkley talked about the billboard on I-96 advising motorists about the new traffic patterns, and said the DDA picked up the cost for that. He also brought up the shop-dine billboard on US-23 and said the cost is \$4,000 per month (or \$1,000/week). He reminded the board that the PSD has also done a billboard on I-96 at Wixom Road, which has great impact. Discussion about allocating funds for the billboards went into a discussion about proposals for 4<sup>th</sup> quarter for WHMI as well.

**Motion** by Shawn Pipoly, seconded by John Okeniewski, to amend the agenda to add WHMI as 6E.

**Motion** by John Okeniewski, seconded by Sheryl Kemmerling, to approve up to \$6,000 to possibly be used for a billboard on Northbound US-23.

C. BHS Pink Week- Jen Ling discussed Pink Week, and told the board that the high school would like to have the whole town involved, and that they are looking for support. They are hoping to put up their banner again, to be up as long as possible- maybe October 11- October 24 or 25. Also, students will be going around to the merchants asking for businesses to decorate their windows in pink, put up posters, offer a portion of their proceeds to the cause, sponsorships, and to wear pink the Friday of Pink Week. They are also hoping to decorate the roundabout in pink and do pink ribbons on the light poles.

**Motion** by Sheryl Kemmerling, seconded by Jon Innes, to approve having the Pink Week banner up October 11 through October 24 or 25.

D. Winter Sales- proposed date for the January Clearance Sale is January 13-16.

**Motion** by Annette Jacoby, seconded by Lisa Nelson, to approve January 13-16 as the dates for the winter sale.

E. WHMI 4<sup>th</sup> Quarter- The proposed package for WHMI would cost \$9,470, and includes commercials for Small Business Saturday, Holiday Glow, Ladies Night Out and holiday shopping, which is what the PSD has done in the past. This will be put on the agenda for

Principal Shopping District Board Meeting Minutes  
September 13, 2016

October, as the board would like to get the opinion of Cristina Sheppard-Decius before they commit.

7. Old Business

A. A Taste of Brighton Update- Jen Ling elaborated on the A Taste of Brighton update from last month. She said the committee discussed adjusting the hours to be marketed so restaurant tastes start at noon instead of 10 a.m. She said most restaurants are not ready to go at 10 a.m., and it makes the event look bad. Shopping would still start at 10 a.m. and music at 5 p.m. After sending out a survey, most merchants who responded were in favor of this change. She also mentioned that all who responded said they plan to participate next year. The committee is planning a meeting in October to discuss some event details and to get a jump on event sponsorships. Jen also gave some social media stats, and said the Twitter page does really well around the event time, and that Thaddeus asked her to mention that it may not be a bad idea to consider paid advertising on Twitter in the future. Facebook analytics show that the \$100 ad Jen created on Facebook reached 49,743 people and had 2,182 people engaged.

B. POW! Marketing Strategies Update- Michelle Miller reported that Cristina Sheppard-Decius was in Brighton for the Smokin' Jazz & Barbecue Blues Festival and talked with downtown merchants to ask how their businesses were affected during a big festival and their thoughts of the festivals. Jessica Reed and Brandon Skopek were out on Main Street conducting surveys for about an hour. The next step is a stake holders meeting which will be scheduled in the month of October and she will attend the November 2016 meeting.

C. Ladies Night Out Update- Jen Ling said she will be reaching out to the merchants in the next couple weeks about signing up for the event. She mentioned changing up the event brochures to be printed on 8.5X14 paper to add a little more room, and it would actually be cheaper. She also said the event website will need to be updated for a cost of \$250. In addition, she talked about the pictures in the street from Portraits by Alex, and said she changed the location last time and also had Alex end earlier to take photos outside the stores instead (as the board requested). This did not go over well, as many ladies were saying they missed the pictures and were bummed. Jen thinks we need to go back to the center of the street and do the majority of the pictures in that location. The ladies really love this, and Jen feels strongly that this should continue. She would also like to spend \$100-\$200 for Facebook advertising for this event, as it has shown to be a rather effective marketing tool.

D. The Legacy Center Discussion- The PSD has committed to spending \$5,500 for the field sponsorship. Jimmy Banish would like to add the mezzanine space to the sponsorship, for the Downtown Brighton Skyzone. This space will include a lounge area and Jimmy would like to include pictures of downtown Brighton, promotional info and a big sign that says downtown Brighton. This would cost the PSD an additional \$4,500, for a total of \$10,000 sponsorship. Any champs shirts would have the PSD logo, and so would other promotions. He would like to have the board and Cristina Sheppard-Decius visit the center and do a

Principal Shopping District Board Meeting Minutes

September 13, 2016

walk through. Michelle Miller will contact Cristina Sheppard-Decius to ask her availability to come out to Brighton to do a walk through.

8. Liaison Reports

A. City Council (Shawn Pipoly) – UofM is not going to have their groundbreaking as they had scheduled in order to move forward quicker. He said there are parking lot improvements that need to be voted on. The Council voted to join the Livingston County Transportation Coalition. The Buon Gusto addition was approved by Council and should be under construction soon.

B. Chamber of Commerce (Jen Ling) – Jen said the Chamber is planning a young professionals event on September 28 at Lake Trust HQ, and a Power Lunch with Ann Arbor SPARK about economic development on September 29. She also reminded the board about Matt Modrack’s Celebration of Life at the Chamber, scheduled for October 1.

C. DDA (Shawn Pipoly) – Shawn said there is a DDA budget meeting scheduled for Thursday morning. He also said the city will be losing the Barton property behind Champs that has been used as a parking lot.

9. Board Member Updates- None.

10. Staff Updates – Michelle Miller said Jessica Reed will be coming to the PSD meetings, will be doing the PSD admin work and will be sending out the communications Michelle used to send. Michelle will be doing mostly HR work now. She also said the city has hired a new deputy clerk and a new finance clerk. Nate Geinzer will be taking on DDA responsibilities, and Brandon Skopek will be doing the administrative work for the Planning and Development Department. .

Jen Ling forgot to mention during her Ladies Night Out update that The Legacy Center and Mt. Brighton would like to be downtown, as they were last December for the event. Last time they were set up in a popup tent in the alley between Bink and Bab’s and BBG. They were doing a dance party, and were not allowed to sell any merchandise. Their tent was open from 6-9 p.m., and they had a “dance party” going from 7-8 p.m. They had some giveaways and some music going, and would like to do same again this year. The board agreed to this, as long as the location does not interfere with downtown merchants.

11. Call to the Public was at 9:20 a.m., and was closed after hearing no response.

12. Motion by Shawn Pipoly , seconded by Sheryl Kemmerling, to adjourn the meeting at 9:20 a.m. The motion carried 8-0-1.

Respectfully submitted,  
Jen Ling, Recording Secretary  
September 27, 2016

**Next regular PSD board meeting –Tuesday, October 4, 2016 – 7:30 a.m.**