

City of Brighton
Principal Shopping District Board Meeting Minutes
January 3, 2017 7:30 a.m. Regular Session

1. Meeting called to order by Mark Binkley at 7:33 a.m.

Those in Attendance:

Mark Binkley Y	Lisa Nelson Y
Nick Palizzi N	Jon Innes N
John Okoniewski Y (left at 9:00 a.m.)	Steve Pilon Y (left at 9:00 a.m.)
Sheryl Kemmerling N	Shawn Pipoly Y (arr. 7:44 a.m.)
Annette Jacoby Y	

Motion by John Okeniewski , seconded by Steve Pilon, to excuse the absences of Nick Palizzi, Jon Innes and Sheryl Kemmerling. The motion carried 5-0-4.

Staff:

Jen Ling & Jessica Reed

Audience: 2

2. **Approval** of January 3, 2017 Agenda

Motion by John Okeniewski, seconded by Lisa Nelson, to approve the January 3, 2017 agenda as presented. The motion carried 5-0-4.

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

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

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

Motion by Steve Pilon, seconded by Annette Jacoby, to approve the December 2016 PSD Financial Reports. The motion carried 6-0-3.

5. Call to the Public was at 7:43 a.m., and was closed after hearing no response.

6. New Business

A. POW! Presentation Recap: Need to have separate meetings to discuss. The Board was hoping for more direction as to where they should and should not spend money. This should at least be a tool for City, DDA and PSD to have more integrated plan. The first meeting is going to take place Tuesday, January 31 at 7:30 a.m. in Council Chambers.

Principal Shopping District Board Meeting Minutes
January 3, 2017

B. Chamber Directory Advertising: Information provided in packet. Karen Fisher from the Greater Brighton Area Chamber of Commerce presented the info. The directory goes to all Chamber members as well as many members of the community, and in Pinckney, Putnam, Hamburg, Hell and Whitmore Lake. Directories are also given to those who go to the Chamber for new welcome bags, and when they are soliciting new members. Deadline is February 15.

C. MJR Theater Advertising: See report. This includes MJR theatres in Novi, Brighton and Trillium in Grand Blanc. John Okeniewski said it's the best thing FAO does and if the PSD has the budget they should strongly consider it. He's been doing it for 3-4 years and people talk about it all the time. They spend about \$1,000 a month. Production is an additional \$1,000 (one-time fee per commercial). The Board can consider this over the next year or so, and gather more information from others who use it. Good marketing exposure for captive audience of couples, moms and dads. Maybe co-op ads- possibly with the restaurant group? Will discuss after review POW! Strategies. Maybe follow up in May or June.

D. Winter Festival: Sophia Freni with the Greater Brighton Area Chamber of Commerce presented an idea for a Snow Fest, and she is looking for PSD support. This year it would be the first weekend in March, but in future years, probably earlier in the year. Engagement with restaurants- utilizing restaurant patios with heaters. Maybe bonfire at Mill Pond? Tours of downtown and get stores involved- maybe with a scavenger hunt or something. Possibly music too. Mt Brighton involved. Snowman building with a contest? Sledding on hill – make North Street a snowy hill? Make one of the parking lots an ice rink? Businesses sponsor snowmen? Start small this year and build on it. Thinking one-day event (Thursday or Friday?). Add chili fest component. Probably not close street first year. Looking for financial and marketing support from PSD for a banner and possibly event brochures.

Motion by Shawn Pipoly, seconded by Lisa Nelson, to cover the banner cost for the 2017 Winter Festival.

Sophia will give an update next month. Jessica will update the banner calendar to include the Winter Sale right after Valentine's Day. Sophia asked about putting the Winter Sale banner up before then or putting up an additional banner at the Mill Pond. Shawn Pipoly mentioned she should put it in the civic event application that she would like to do an additional banner at the Mill Pond.

7. Old Business

A. Winter Sale Update: The event has 27 participating merchants. Marketing materials should be printed today and distributed soon. There is an ad running in Marketeer. The Board talked about combining the Winter Sale with the winter festival in the future. Maybe do a Friday night Saturday. Committed \$1800 to match merchant support.

B. Michigan International Women's Show: Is this in our budget this year? If so, do we move Ladies Night Out? It is difficult to get a schedule of people to man the booth. A decision was

Principal Shopping District Board Meeting Minutes

January 3, 2017

made to not do the Women's Show this year and to put these funds into the Winter Festival instead.

C. Banner Calendar for 2017: Jessica Reed provided the banner calendar for 2017.

D. Ladies Night Out Recap: Jen Ling said she thinks it was one of the best Ladies Nights Out she has seen. She sent out a survey to the merchants and of those who responded, most said their sales were above average compared to other LNO events. Most also reported that they felt a lot of people discovered their business for the first time. She also asked the merchants when they felt was the best time to start advertising the event, and most said what is currently being done is good. Jen also asked them to rate which forms of marketing they feel are most beneficial. The top 5 answers were (in order) 1. Main Street banner 2. Social media 3. Event brochures 4. WHMI/posters 5. Individual business promotions. The last thing Jen talked about is The Little Popup Shop. She said this time it was in Brighton Concierge Realty, which is a great location. However, there were some issues having it in there that will need to be discussed before choosing the location next time.

8. Liaison Reports

A. 150th Anniversary Committee (Shawn Pipoly): The group has formed several smaller committees, and there are a lot of moving pieces. Lots of people have been coming up to volunteer. Events have been planned for August 17, 18, 19 & 20, or a combination of some of these dates. Possibly the 18th in the evening, the 19th during day, and the 20th in the afternoon. Their next meeting is Jan. 12 at 6:00 p.m. The committee voted on logos that Nick Palizi presented. Shawn also mentioned that anyone on a committee cannot be compensated over \$100 for any project, but that can be overruled by unanimous vote of City Council.

B. City Council (Shawn Pipoly): Micro blading business was approved for downtown Brighton and will be in Emporium Building.

C. Chamber of Commerce (Jen Ling): The Chamber's Annual Meeting is scheduled for January 19 at Mt. Brighton.

D. DDA (Shawn Pipoly): A comprehensive Master Plan was presented by Brandon Skopek, and Shawn said it's a great plan. This opens doors to potential grant monies again, for different areas like cleaning up the Mill Pond or for recreational items. Jessica will have Brandon send it out to the PSD Board. The DDA will have to go to Council for the total plan, and they won't have a final document for over a year. The City is required to update their master plan every 5 years, and we are due.

9. Board Member Updates: Crosswalk lights at North Street are turning on by themselves. Jessica will let DPW know. Mark reminded everyone if they see something that needs attention to let someone know (lights that are out, etc.).

10. Staff Updates: None

Principal Shopping District Board Meeting Minutes

January 3, 2017

11. Call to the Public was at 9:31 a.m. and was closed after hearing no response.

12. Motion by Annette Jacoby, seconded by Lisa Nelson, to adjourn the meeting at a.m. The motion carried 4-0-5.

Respectfully submitted,

Jen Ling, Recording Secretary

January 24, 2017

Next regular PSD board meeting -Tuesday, February 7, 2017 - 7:30 a.m.