

City of Brighton
Principal Shopping District Board Meeting Minutes
January 31, 2017 7:30 a.m. Special Session

1. Meeting called to order by Mark Binkley at 7:39 a.m.

Those in Attendance:

Mark Binkley Y	Lisa Nelson Y (arr. 7:42)
Nick Palizzi N	Jon Innes Y
John Okoniewski Y (left 8:55)	Steve Pilon Y (arr. 8:28)
Sheryl Kemmerling N	Shawn Pipoly Y
Annette Jacoby Y	

Motion by Shawn Pipoly, seconded by Jon Innes, to excuse the absence of Sheryl Kemmerling. The motion carried 5-0-4.

Staff:

Jen Ling, Jessica Reed, Brandon Skopek, Nate Geinzer

Audience: 0

2. **Approval** of January 31, 2017 Agenda

Motion by Shawn Pipoly seconded by John Okeniewski, to approve the January 31, 2017 agenda as is. The motion carried 5-0-4.

3. Call to the Public was called at 7:41, and was closed after hearing no response.

4 A. WHMI Valentin's Day Campaign: Jessica updated the board about finances. The budget does not reflect much room to run a WHMI campaign this time. The PSD will do a banner across Main Street this year, and will save the rest of funds for FY 2016 for Mother's Day and Ladies Night Out.

4. B. POW! Strategies Final Report: Jessica pointed out the goals from the report that fall under the PSD and some that fall under DDA. John Okeniewski noted that from the report, much of our audience is here in Livingston County. He feels that continuing to direct most of our advertising locally makes sense. If we had more resources, it would make sense to then start advertising outside the area. The Board discussed trying to create a refreshed brand- taking the time to do it right. Mark mentioned maybe the DDA would want to work together to share some of these materials and resources to get there. Nate mentioned maybe have everyone use the same logo with tweaks for each different department (City, PSD, DDA, etc.). The PSD decided to have Jessica put together an RFP and have the PSD and DDA analyze it. The Board agrees the need to put rebranding high on list of priorities. Social media strategies- will work on highlighting niche businesses, and strategies to feature other businesses. Identifying downtown- use light pole banners or some sort of way to

Principal Shopping District Board Special Meeting Minutes
January 31, 2017

mark the area- especially to include Grand River businesses. Add another banner over Grand River or another place?

Nate recommends starting by switching out the lightpoles we have and change to the black poles with the built in banner arms. Electronic signs somewhere? The Legacy Center- partnering with them is great, but the PSD needs to make sure they are getting the most out of those sponsorships. Center for community events- work with Fine Arts or Smokin Jazz to get merchants more involved. Also, maybe have small events on Grand River- i.e. people parked at AAA Muffler hanging out at DQ- utilize these opportunities somehow. Staff and volunteer growth- eventually have a downtown manager. Branding- rebranding little districts- lowtown, uptown, midtown. Branding #1 priority. Budget #2. Events #3. Will have special meeting once a month. Next meeting will discuss project list. Next special meeting will discuss branding RFP.

5. Old Business: None

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

7. Motion by Shawn Pipoly, seconded by Jon Innes, to adjourn the meeting at 9:12. The motion carried 5-0-4.

Respectfully submitted,

Jen Ling, Recording Secretary
February 3, 2017

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