

City of Brighton
Principal Shopping District Board Meeting Minutes
February 15, 2017 8:00 a.m. Special Session

1. Meeting called to order by Mark Binkley at 8:00 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 (left 9:01)

Annette Jacoby N

Motion by Shawn Pipoly, seconded by John Okoniewski, to excuse the absence of Nick Palizzi and Annette Jacoby. The motion carried 7-0-2.

Staff:

Jen Ling, Jessica Reed, Brandon Skopek

Audience: 1

2. **Approval** of February 15, 2017 Agenda

Motion by Shawn Pipoly, seconded by Steve Pilon, to approve the February 15, 2017 agenda as is. The motion carried 7-0-2.

3. Call to the Public was called at 8:01. Jimmy Banish with The Legacy Center spoke about the PSD sponsored lounge area. He said it is mostly done, but he would like some good photos for the space. Shawn Pipoly talked about reaching out to George Moses as a good source for photos. In the summertime, the Field House will be used for tournaments, games and invitationals. Steve Pilon asked about getting some film overlays for the windows with downtown promotions on them. Jimmy is happy to look into that and listen to any other input the Board has.

Jen Ling also spoke and told the Board that she is leaving her job with the Chamber, as she accepted a position with the University of Michigan. Her last day will be Friday, February 24. She will be working with Jessica to tie up loose ends in the meantime.

4 A. Branding Study RFP: Jessica presented an old RFP from 2006. There are three components to focus on 1. New logo/slogan 2. Deliverables 3. Website This can be done in phases.

Motion by Steve Pilon, seconded by Lisa Nelson, to proceed with the RFP.

Hopefully will have this information back in the next few weeks and can discuss at the March special meeting. Jessica Reed will bring the budget for the last three years budget for next meeting. Next special meeting March 22 at 8:00 a.m.

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4. B. Downtown Distinction: Ideation did banners for Canton and Royal Oak. This is part of the branding process. This is a great way to designate areas of town- especially on Grand River. Jessica will get some quotes for banners and poles. Brandon will look into any City restrictions. DDA has also been talking about what they can do further down Grand River. They may help contribute to the banner/pole cost. Way finding plan will be part of the downtown comprehensive plan. Need to find out from businesses on Grand River what they would like to see the PSD do for them.

The Board talked about planning a restaurant week for next winter.

5. Old Business: Legacy Center- The Board discussed possibly displaying brochures or playing a rolling PowerPoint in the Downtown Brighton lounge space. This would be a great perk to offer all merchants in the district.
6. Call to the Public was at 9:01, and was closed after hearing no response.
7. Motion by Lisa Nelson, seconded by Steve Pilon, to adjourn the meeting at 9:02. The motion carried 6-0-3.

Respectfully submitted,

Jen Ling, Recording Secretary
February 23, 2017

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