

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

1. Meeting called to order by Lisa Nelson at 7:31 a.m.

Those in Attendance:

Mark Binkley N	Lisa Nelson Y
Nick Palizzi N	Jon Innes Y
John Okoniewski Y (arr. 7:44)	Steve Pilon Y
Sheryl Kemmerling Y	Shawn Pipoly Y
Annette Jacoby Y (arr. 7:33)	

Motion by Sheryl Kemmerling, seconded by Jon Innes, to excuse the absence of Mark Binkley, Nick Palizzi and John Okoniewski. The motion carried 5-0-3.

Staff:

Jen Ling, Jessica Reed and Brandon Skopek

Audience: 1

2. **Approval** of January 2017 Agenda

Motion by Shawn Pipoly seconded by Steve Pilon, to approve the January 2017 agenda as amended to read February 2017. The motion carried 5-0-4.

3. **Approval** of July 6, 2016 & December 2016 and January 2017 Regular Meeting Minutes
The Board could not approve the July 2016 or January 2017 meeting minutes, as there were not enough Board members present who were at the July 2016 or January 2017 meetings.

Motion by Jon Innes, seconded by Sheryl Kemmerling, to approve the December 2016 Regular Meeting Minutes. The motion carried 5-0-4.

4. **Approval** of January 2017 PSD Financial Report

Motion by Shawn Pipoly, seconded by Steve Pilon, to approve the January 2017 PSD Financial Report. The motion carried 5-0-4.

5. Call to the Public was at 7:39, and was closed after hearing no response.

6. New Business

A. Strategic Marketing Plan Project List- The Board is looking to prioritize the list of goals to accomplish from POW! Marketing Strategies. Mark Binkley gave Jessica his input earlier and said his thoughts for prioritizing are: #1 rebranding #2 branding implementation #3 new social media plan, updating website, enhancing walking guides #4 expanding ads in metro market and center for community events block. The thought is to create a plan and

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figure out a budget. Board discussion- maybe start with some of the ideas that won't cost anything. Set things want to do then go through and solidify budget.

Shawn Pipoly thinks City Council is probably not going to make any changes in branding right now. This is going to be a DDA/PSD change... possibly only PSD. They talked about just creating a tag line to push- the PSD board or maybe Nick could come up with something. Get some RFPs for branding to get an idea of what this would cost without committing. Will look at the budget next meeting.

B. A Taste of Brighton 2017- Meetings have started and some sponsors have committed. Restaurants for the event will now start at 12 p.m. instead of 10 a.m. Registration is opening up only for PSD merchants with an early bird discount until March 15.

7. Old Business

A. Winter Sale Recap- Jen Ling gave a report on survey responses and the results were as follows (with a total of only 8 responders, but not all answered every question): Sales: Above average-3 Average-2 below average-2. Most responders felt there wasn't much discovery for this event. When asked about timing of the event (second weekend in January), the results were very mixed 4-like the timing, 3-do not 1-neutral. When asked why they did not think this timing was the best, the responses were: "People are still burned out from Holiday spending. A later date would be better," "Later in the year" "After people start getting their taxes back, heard people comment on this last year and this year, people are still broke from Christmas." "Our annual sale dates do not coincide with this (it is more based on when we receive new inventory and when our competitors also have their sales.)" When asked about the number of visitors the restaurants had, 2-increase from last year 1-decrease from last year 1-not sure 2-not a restaurant. When asked if they plan to participate in the future: definitely-4, most likely-1, not sure-2, probably not-1. Additional comments: "Retail stores support of Restaurants appeared to take precedents for the benefit of the restaurants and not retail stores based on what customers saw and thought. Asking for equal Billing on the ads would have been nice -not just a small mention like retail was an afterthought." "As a restaurant, we were about the same Friday but nearly double in sales from open to close on Saturday we were jam packed! I did only have one \$5 off \$25 coupon turned in."

B. Banner Calendar for 2017- Jessica Reed handed out the banner calendar for 2017. Pipoly made the motion to approve and Pilon seconded. The motion carried.

8. Liaison Reports

A. 150th Anniversary Committee (Shawn Pipoly)- The committee decided to incorporate activities or small events into the already established events scheduled for downtown versus having a separate event. The committee will be meeting this week at chamber at

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6:00 p.m. They also created a Brightonopoly game in which businesses can have sponsored properties as a fundraising opportunity to support the event.

B. City Council (Shawn Pipoly) – Chief Wightman retired. His recommendation for the new chief is Rob Bradford. City is looking at bonding for some of the projects on the horizon, including Challis Road because of the U of M property and the Grand River corridor where the Mill Pond goes underneath. On Second Street- the sewer system needs to be restructured. Northwest residential quadrant- streets, sidewalks, curbs, long overdue. Also, Police and council are looking to establish a tighter renewal process for liquor licenses because of a lot of police activity at some establishments.

C. Chamber of Commerce (Sophia Freni) – Jen Ling mentioned the Chamber’s Go Red event, a fundraiser for the American Heart Association and awareness builder for heart disease, is happening February 16 at Crystal Gardens. Shawn Pipoly told the Board the ribbon cutting for Bulldog Boutique is happening tomorrow, February 8 from 4:00-5:00 p.m.

D. DDA (Shawn Pipoly)–There was no meeting last month due to the passing of Bernie Corrigan

10. Board Member Updates-

11. Staff Updates –

12. Call to the Public was at 8:43am

13. Motion by Innes, seconded by Pilon to adjourn the meeting at 8:43a.m. The motion carried .

Respectfully submitted,

Jen Ling, Recording Secretary
February 24, 2017

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