

City of Brighton
Principal Shopping District Board Meeting Minutes
March 7, 2017 7:30 a.m. Regular 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 N	Steve Pilon Y (left 9:03)
Sheryl Kemmerling Y	Shawn Pipoly Y
Annette Jacoby Y	

Motion by Steve Pilon, seconded by Annette Jacoby, to excuse the absence of John Okoniewski. The motion carried 7-0-2.

Staff:

Wendy Ayala, Jessica Reed, Brandon Skopek, Nate Geinzer, Michelle Miller

Audience: 2

2. **Approval** of March 7, 2017 Agenda

Motion by Sheryl Kemmerling, seconded by Jon Innes, to approve the March 7, 2017 agenda as is. The motion carried 7-0-2.

3. **Approval** of July 6, 2016, January 31, 2017, February 7, 2017, and February 15, 2017 Meeting Minutes

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

Motion by Shawn Pipoly, seconded by Steve Pilon, to approve the January 31, 2017 meeting minutes. The motion carried 7-0-2.

Motion by Steve Pilon, seconded by Annette Jacoby, to approve the February 7, 2017 meeting minutes. The motion carried 6-0-3 with Mark Binkley abstaining.

Motion by Steve Pilon, seconded by Lisa Nelson, to approve the February 15, 2017 meeting minutes. The motion carried 7-0-2.

4. **Approval** of February 2017 Financial Report

Jessica went over the financial report, stating there is a remaining balance of \$4,000 for Ladies Night out and Mother's Day. No line items have been approved yet for these events.

Motion by Steve Pilon, seconded by Jon Innes, to approve the February 2017 Financial Report. The motion carried 7-0-2.

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5. Call to the Public was at 7:36 a.m., and was closed after hearing no response.

6. New Business

- A. WHMI Advertising Proposal Emily Marone from WHMI presented the campaign for 2017-2018, which included a yearly snapshot of all the campaigns, along with the air dates, time lengths, and cost for each campaign. The board will approve allocation of funds at their next meeting.
- B. Taste of Brighton Thaddeus McGaffey gave an update on the planning for Taste of Brighton. Many sponsors have signed up but a budget has not been created for the event until they know how much support they will have from the PSD. Early Bird specials for PSD businesses will go on until March 15th with businesses in the larger Brighton area being able to sign up to participate after that date. So far 11 businesses are signed up. They are also waiting on support from the Chamber of Commerce. The board discussed the logistics of the event regarding planning and accounting. Thaddeus and Jessica are the main contacts for this event. The funds for the event will come from the FY 17-18 budget.
- C. Legacy Center Report Jimmy Banish presented photos of the PSD lounge. The lounge includes a television, a rack for brochures, tabletop displays, and a chalk wall. The board discussed what things will be displayed on the TV screen as well as having PSD businesses sign up to fill the pamphlet slots.
- D. Budget Report Jessica Reed went over the budget report which provided a comparison of the previous three years. There will be a special meeting to go over the budget on April 11.

Motion by Lisa Nelson, seconded by Sheryl Kemmerling to earmark \$10,000 for the Taste of Brighton. The motion carried 7-0-2.

- E. PSD Staffing The board discussed needing someone to help plan and coordinate events. A part-time city employee has been hired to assist the PSD and will be starting in late March. City Manager Nate Geinzer stated that city staff can support smaller events but will not be able to help with the bigger events.

7. Old Business: None

8. Liason Reports:

- A. 150th Anniversary Committee-planning for the 150th Anniversary event is ongoing.
- B. City Council-the Historical Society gave a presentation and is looking for funding for their project. City Council had a discussion to address shoreline issues at Mill Pond. City Council approved the purchase of a new truck, a new trailer-mounted power washer, and a new Gator utility vehicle.
- C. Chamber of Commerce-none

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- D. DDA-there was a presentation given at the last meeting for a proposed pocket park at the U of M site.

9. Board Member Update-None

10. Staff Updates-the previous issues regarding light posts and a bin with Christmas lights have been addressed.

11. Call to the Public was at 9:05 a.m. Whitney McClellan-Stone from Two Stones Events asked for ideas and help promoting events. The board was asked if they, the Chamber of Commerce, or the DDA is planning on staffing.

Thaddeus announced that the DIA will be doing art installations from April to July and will provide docent training for City representatives. The DIA is simultaneously doing installations for the City of Plymouth.

12. Motion by Jon Innes, seconded by Annette Jacoby to adjourn the meeting at 9:12 a.m. The motion carried 7-0-2.

Respectfully submitted,

Wendy Ayala, Recording Secretary

March 9, 2017

Next regular PSD board meeting -Tuesday, April 4, 2017 - 7:30 a.m.