

City of Brighton
Principal Shopping District Board Special Meeting Minutes
April 11, 2017 7:30 a.m.

1. Meeting called to order by Mark Binkley at 7:30 a.m.

Those in Attendance:

Mark Binkley Y
Nick Palizzi N
John Okoniewski Y
Sheryl Kemmerling Y
Annette Jacoby Y

Lisa Nelson Y
Jon Innes Y
Steve Pilon Y
Shawn Pipoly Y

Staff:

Jessica Reed, Brandon Skopek, Lydia Macklin-Camel

Audience: None

2. **Approval** of April 11, 2017 Agenda

Motion by Lisa Nelson, seconded by Steve Pilon, to approve the April 11, 2017 agenda as is. The motion carried 8-0-1.

3. Call to the Public was opened at 7:35 a.m.

4. New Business

- a. FY 17-18 Budget Planning Session:

- i. Jessica Reed provided the initial draft budget and facilitated a budget discussion and the creation of a DRAFT FY 17-18 PSD Budget. Steve Pilon suggested reducing Billboard budget for FY 17-18 in order to invest more into branding. Lisa Nelson expressed concern investing more money into branding studies and her point was echoed by Jon Innes. Innes made the point that investing in branding is important but to focus dollars into brand redesign. Annette Jacoby suggested that the PSD should reduce WHMI Budget to invest more dollars into millennial targeted marketing, specifically, social media marketing.

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- ii. FY 16-17 is the last year of the PSD Board's SAD. The current SAD will expire in June, so a new SAD must be accepted. The Board discussed the likelihood of the SAD passing. Members expressed concern that it may not pass but support that the passing of a new SAD is vital to keeping the Downtown vibrant. Steve Pilon suggested that PSD should improve its promotion of Grand River businesses in an effort to better define the downtown as both Main Street and Grand River, and gain support for the new SAD. Shawn Pipoly echoed Pilon's point and proposed that \$5000 of the FY 17-18 PSD Budget be used to specifically to improve promotions of the Grand River side of Downtown.

5. Call to the Public was closed at 9:03 a.m.

Motion by Lisa Nelson, seconded by Steve Pilon to adjourn the meeting at 9:03 a.m. The motion carried 8-0-1.

Respectfully submitted,

Lydia Macklin-Camel, Recording Secretary
April 11, 2017

Next regular PSD board meeting –Tuesday, May 2, 2017 – 7:30 a.m.