

City of Brighton
Principal Shopping District Board Meeting Minutes
April 4, 2017 7:30 a.m.

1. Meeting called to order by Shawn Pipoly at 7:30 a.m.

Those in Attendance:

Mark Binkley N	Lisa Nelson Y
Nick Palizzi Y (arrived 7:38 a.m.)	Jon Innes Y
John Okoniewski N	Steve Pilon N
Sheryl Kemmerling Y	Shawn Pipoly Y
Annette Jacoby Y	

Motion by Jon Innes, seconded by Sheryl Kemmerling, to excuse the absence of Mark Binkley, John Okoniewski, and Steve Pilon. The motion carried 5-0-4.

Staff:

Jessica Reed, Brandon Skopek, Lydia Macklin-Camel

Audience: 1

2. **Approval** of April 4, 2017 Agenda

Motion by Shawn Pipoly, seconded by Sheryl Kemmerling, to approve the April 4, 2017 agenda as is. The motion carried 5-0-4.

3. **Approval** of March 22, 2017 Minutes

Motion by Shawn Pipoly, seconded by Lisa Nelson, to approve the March 22, 2017 minutes as is. The motion carried 5-0-4.

4. **Approval** of March 7, 2017 Minutes

Motion by Sheryl Kemmerling, seconded by Shawn Pipoly, to approve the March 7, 2017 minutes as is. The motion carried 5-0-4.

5. **Approval** of March 2017 Financial Report

Motion by Shawn Pipoly, seconded by Jon Innes, to approve the March 2017 Financial Report as is. The motion carried 5-0-4.

6. Call to the Public was opened at 7:34 a.m.

7. New Business

a. Ladies Night Out:

- i. Jessica Reed provided overview of event and outlined that 53 businesses have registered to participate in the spring Ladies Night Out event, the brochure will be finalized, and Pop Up Shop will be located in the Lion's Club again. Ladies Night Out budget was summarized and motioned for approval.

Motion by Nick Palizzi, seconded by Shawn Pipoly, to approve the budget for Ladies Night Out as is. The motion carried 6-0-3.

b. PSD Branding Proposals:

- i. Board discussed top 3 RFPs and laid out budget and funding concerns. The board expressed that they did not feel they had the money for the RFPs on the table and that they were not comfortable bringing in another outside consultant. Nick Palizzi proposed he could do the work for less money. The board proceeded to motion to not award a bid to one of the companies who submitted a branding proposal.

Motion by Sheryl Kemmerling, seconded by Shawn Pipoly, to not award a bid for a Branding Proposal. The motion carried 6-0-3.

c. 150th Promotions Sponsorship Request:

- i. Shawn Pipoly provided event and budget overview. Jessica Reed discussed promotions and sponsorships and the new version of Brighton Monopoly was discussed. Jessica Reed proposed request for PSD to sponsor 150th banner to be displayed downtown.

Motion by Annette Jacoby, seconded by Lisa Nelson, to table the Banner Proposal until next meeting. The motion carried 6-0-3.

8. Old Business:

a. WHMI Ladies Night Out/Mother's Day Advertising:

- i. This was subsequently approved and discussed while talking about Ladies Night Out under New Business.

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9. Liaison Reports:

- a. 150th Anniversary Committee:
 - i. Shawn Pipoly gave quick event overview and Jessica Reed provided budget and promotions summary.
- b. City Council: None.
- c. Chamber of Commerce:
 - i. Printing and distribution of PSD Dining, Shopping, and Festival brochures were discussed.
- d. DDA:
 - i. Shawn Pipoly discussed a Main St. lot development. Downtown development related parking issues were discussed.

10. Board Member Update: None

11. Staff Updates:

- a. Jessica Reed mentioned CGI Communications approached City of Brighton to do 5 free videos for PSD, City, and non-profit groups within community.
- b. Brandon Skopek noted that City Master Plan meetings will kick off this month.

12. Call to the Public was closed at 8:43 a.m

Motion by Shawn Pipoly, seconded by Jon Innes to adjourn the meeting at 8:43 a.m. The motion carried 6-0-3.

Respectfully submitted,

Lydia Macklin-Camel, Recording Secretary
April 4, 2017

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