

**City of Brighton
Principal Shopping District Board Meeting Minutes
May 2, 2017 7:30 a.m.**

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

Those in Attendance:

Mark Binkley Y	Lisa Nelson Y
Nick Palizzi Y	Jon Innes Y
John Okoniewski Y	Steve Pilon Y
Sheryl Kemmerling Y	Shawn Pipoly Y
Annette Jacoby Y	

Staff:

Jessica Reed, Brandon Skopek, Lydia Macklin-Camel, Nate Geinzer

Audience: 3

2. **Approval** of May 2, 2017 Agenda

Mark Binkley suggests the Board make a motion to put a Taste of Brighton discussion on the May 2, 2017 agenda under Old Business.

Motion by John Okoniewski, seconded by Nick Palizzi, to put a Taste of Brighton discussion on the agenda under Old Business. The motion carried 9-0.

Annette Jacoby un-tables the Brighton 150th Sponsorship and suggests it be added to the agenda under Old Business.

Motion by Lisa Nelson, seconded by Nick Palizzi to add the Brighton 150th Sponsorship to the agenda under Old Business. The motion carried 9-0.

Motion by Sheryl Kemmerling, seconded by Shawn Pipoly, to approve the May 2, 2017 agenda. The motion carried 9-0.

3. **Approval** of the July 6, 2016, April 4, 2017, and April 11, 2017 Meeting Minutes

Motion by Shawn Pipoly, seconded by Sheryl Kemmerling to approve the July 6, 2016 meeting minutes. The motion carried 9-0.

Motion by Steve Pilon, seconded by Lisa Nelson, to approve the April 4, 2017 meeting minutes. The motion carried 8-0-1. John Okoniewski abstained.

Motion by Sheryl Kemmerling, seconded by Jon Innes, to approve the April 11, 2017 meeting minutes. The motion carried 9-0.

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

Motion by Nick Palizzi, seconded by John Okoniewski, to approve the April 2017 Financial Report. The motion carried 9-0.

5. **Approval** of the FY 17-18 PSD Budget

Motion by Steve Pilon, seconded by John Okoniewski, to approve the FY 17-18 PSD Budget. The motion carried 9-0.

6. Call to the Public was opened at 7:39 a.m.

- i. George Moses, Publisher of the Marketeer, let the PSD Board know that he ran an extra Ladies Night Out ad in the most recent version of the Marketeer. He did this at no charge to support local Brighton businesses as he is a local merchant as well.
- ii. Whitney McClellan-Stone, from the Taste of Brighton Committee, came to support the Taste of Brighton event discussion on the agenda.

7. New Business

a. Screenvision Presentation

- i. Ryan Baumgartner and David Manning, from Screenvision, gave a presentation to the board on movie screen ads on at local theaters. They explained their marketing service has the potential to draw people to the Downtown Brighton area and provided supporting metrics and pricing information. The PSD Board plans to revisit this option as their marketing strategy evolves.

b. Fundraising Options

- i. Mark Binkley led a discussion on fundraising options for the PSD Board. Binkley suggested creating an exclusive "Millpond Yacht Club" of sorts to encourage more corporate sponsorships. Nick Palizzi expressed hesitation in involving corporations and the "Big Box Stores" as this may put strain on PSD partnerships with local, small, and downtown businesses.

- ii. Jessica Reed suggested creating a “Friends of Downtown” group and to look at the City of Howell as a reference.
- iii. Nick Palizzi suggested that the Board first identify its marketing strategy before pursuing fundraising options so that the Board will be able to better sell the fundraising ideas to potential partners and sponsors.

c. PSD Branding

- i. Jessica Reed explained that the Board’s decision to close the RFP process and hand the project over to a board member was not ethical and after talking with the City Attorney, the decision would open the City to liabilities. Reed said the Board needs to determine where to go from here. In response, Mark Binkley suggests the Board reopen the RFP process and take another look at the Top 3 RFPs chosen by the Board. The Board plans to make a decision on how to move forward by the summer.
- ii. Steve Pilon expressed support for rebranding to aid in the renewal of the SAD.
- iii. Nick Palizzi expressed that the Top 3 RFPs were too expensive and that the proposals they submitted were for things the Board can do itself, and has been doing. Lisa Nelson concurred. Other Board members agreed that the Board has been doing their own marketing and branding for a while and is capable of continuing this process and rebranding itself.
- iv. Annette Jacoby made a point that if the new SAD is not approved, then the Board may not have the budget to afford the branding proposal, or would be forced to take money away from other line items to go through with brand redesign. Mark Binkley reminded the Board that they hired a marketing person awhile back to tell the PSD how to move forward with its marketing strategy. By not rebranding and continuing business as usual, the Board would be ignoring the marketing person’s recommendations, and therefore, that previous marketing investment would have been a wash.
- v. Mark Binkley suggests the Board take a closer look at the Top 3 RFPs and determine which parts of the proposals the Board sees necessary

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and which parts they could do without. Nick Palizzi concurred. The Board plans to revisit PSD Branding at a Special Meeting scheduled for May 31, 2017 at 8:00 a.m. In the meantime, Jessica Reed will determine what can and can't be done by the PSD Board in terms of RFPs from a legal standpoint and report back to the Board.

d. SAD Process

- i. Jessica Reed explained the RFP process and let the Board know that they have time to get together to discuss the SAD renewal in more detail before the process ensues. Mark Binkley suggested a special meeting be scheduled after Taste of Brighton, to discuss SAD renewal.

8. Old Business

a. Ladies Night Out

- i. Jessica Reed reminded the Board that Ladies Night Out was happening on Thursday, May 4, 2017 from 5-10 p.m. in Downtown Brighton.

b. Taste of Brighton

- i. Thaddeus McGaffey gave an update on the DIA InsideOut program and Taste of Brighton. McGaffey said there are 10 DIA InsideOut pieces around the Brighton community. They will remain up until after Taste of Brighton. The Brighton Arts and Culture Commission will host a Kickoff event on June 1st and will highlight Taste of Brighton at this event.
- ii. Thaddeus McGaffey expressed concern that the TOB has an identity crisis. TOB was a subcommittee of the PSD, but has since been estranged and operating as a stand-alone committee. Nate Geinzer gave an overview of the identity crisis issue and the discussion he had with the Taste of Brighton. Geinzer explained that the TOB committee has a few options for its future operation: becoming either a 501 c3 non-profit, LLC, or a Chamber event. McGaffey explained that for this year, they will operate as a Chamber event, however, next year, the committee is deciding whether to become an LLC or a non-profit. Nick Palizzi expressed concern that the TOB remain a Downtown Brighton event rather than a Chamber event so to retain autonomous over the event plan.
- iii. Whitney McClellan-Stone gave budget update and explained that the Chamber is asking for \$5000 from the TOB committee, however, the TOB committee does not have \$5000 to give. The Chamber is

requesting this money since they will be signing contracts and providing liability insurance to the Taste of Brighton event. Whitney is requesting \$2500 from the PSD Budget to help cover these costs. Mark Binkley supported the Board giving up to \$2500 to the TOB committee from the FY 17-18 PSD Contingency Budget and suggested the Board motion for approval as the event is supportive of downtown merchants.

Motion by John Okoniewski, seconded by Annette Jacoby, to approve up to \$2500 from the FY 17-18 PSD Contingency Budget. The motion carried 9-0.

9. Liaison Reports

a. 150th Anniversary Committee

- i. Annette Jacoby un-tabled this item. Shawn Pipoly reminded Board that the request from this Committee was for \$8000 to sponsor the Brighton 150th event banner. Jon Innes said the Board does not have the money to give all \$8000 and proposed the Board sponsor half the request. Jessica Reed explained that the City Council voted to backstop the event up to \$8000. Nick Palizzi and Sheryl Kemmerling both expressed support in favor of the board sponsoring the event.

Motion by Sheryl Kemmerling, seconded by Jon Innes to give \$4000 to the Brighton 150th Committee to sponsor the event banner. The motion carried 9-0.

- ii. Shawn Pipoly let the Board know that Brightonopoly has been finalized and 500 games will be shipped to his office. Jessica Reed will confirm whether PSD merchants will be able to sell them in their stores this summer.

b. City Council

- i. Shawn Pipoly gave a City Council update to the Board and let the Board know that four incumbents have reapplied for reelection and that the condition of local roads will be addressed by the Council. Nate Geinzer let the Board know that City budget discussions will go on in late May.

c. Chamber of Commerce – None

d. DDA

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- i. Brandon Skopek gave DDA update and let the board know that the DDA Board put out an RFP for the second street parcel. RFPs for this parcel will be due May 19. The RFPs will include a design for a 15 unit, three-story condominium complex.

10. Board Member Updates - None

11. Staff Member Updates

- i. Nate Geinzer let the Board know that crosswalks through the Downtown will be updated with new signage and lighting so to improve crosswalk visibility.

12. Call to the Public was closed at 9:22 a.m.

13. Adjournment

Motion by Jon Innes, seconded by Annette Jacoby to adjourn the meeting at 9:22 a.m. The motion carried 9-0.

Respectfully submitted,

Lydia Macklin-Camel, Recording Secretary
May 9, 2017

Next regular PSD board meeting -Tuesday, June 6, 2017 - 7:30 a.m.