

**City of Brighton
Principal Shopping District Board Meeting Minutes
May 31, 2017 8:00 a.m.**

1. Meeting called to order by Mark Binkley at 8:00 a.m.

Those in Attendance:

Mark Binkley Y	Lisa Nelson Y
Nick Palizzi Y – arrived at 8:03a	Jon Innes Y – left early at 8:45a
John Okoniewski Y	Steve Pilon N
Sheryl Kemmerling Y – left early at 8:45a	Shawn Pipoly N
Annette Jacoby N	

Motion by John Okoniewski, seconded by Jon Innes, to excuse Steve Pilon, Shawn Pipoly. The motion carried 5-0-4.

Staff:

Jessica Reed, Brandon Skopek, Lydia Macklin-Camel

Audience: None

2. **Approval** of May 31, 2017 Agenda

Motion by Lisa Nelson, seconded by John Okoniewski, approve the May 31, 2017 agenda. The motion carried 5-0-4.

3. Call to the Public was opened at 8:02 a.m.

4. New Business

- a. PSD Branding

- i. The Board discussed the Branding RFPs and other options for rebranding. John Okoniewski suggested there is merit to hiring a specialist, however he sees the value in saving money and having City staff and PSD Board members do the work in house.
- ii. Jon Innes suggested the Board wait until the new fiscal year when they can reassess their budget and also redefine the phases of the RFP and possibly put out a new RFP. Jessica Reed said that this can happen, however, a current RFP must be entertained for at least phase 1 or be asked to redefine their RFPs before a new bid can go out.
- iii. Nick Palizzi voiced his concern for spending a large amount of money on a new logo (Phase 1) may be a waste of the PSDs money and the

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- PSD business owner's investment. Palizzi believes that Phase 1 is definitely something the Board can do in house.
- iv. Mark Binkley suggested the Board pitch their rebranding idea to Council and the DDA in order to create a cohesive brand for the City. Lisa Nelson suggested to do so, they create a cross-functional committee to guide a cohesive branding process. Jessica Reed recommended the Board first get buy in from DDA and Council. Mark Binkley plans on presenting at a future City Council and DDA meeting on the subject.
 - v. John Okoniewski suggested that in an effort to use the PSD Budget more wisely, the Board make a motion to utilize its own resources to rebrand.

Motion by John Okoniewski, seconded by Lisa Nelson, to use the PSD Board's own resources to rebrand. The motion carried 6-0-3.

- vi. Nick Palizzi shared a mock-up of a new PSD website he created.

5. Old Business

a. Elections

- i. Mark Binkley reminded the Board that elections for Board positions will be done at the next regular meeting on June, 6, 2017.

b. SAD Renewal

- i. Jessica Reed reminded the Board that SAD Renewal Discussion will be on the agenda for the next regular meeting on June, 6, 2017.

6. Call to the Public was closed at 9:01 a.m.

7. Adjournment

Motion by Lisa Nelson, seconded by Nick Palizzi to adjourn the meeting at 9:01 a.m. The motion carried 6-3-0.

Respectfully submitted,

Lydia Macklin-Camel, Recording Secretary
July 7, 2017

Next regular PSD board meeting -Tuesday, July 11, 2017 - 7:30 a.m.