

**City of Brighton  
Principal Shopping District Board Meeting Minutes  
June 6, 2017 7:30 a.m.**

1. Meeting called to order by Lisa Nelson at 7:30 a.m.

Those in attendance:

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

Staff:

Jessica Reed, Brandon Skopek, Wendy Ayala

Audience: 1

**Motion** by Innes , seconded by Pilon, to excuse Mark Binkley, Annette Jacoby, and Nick Palizzi. The motion carried 6-0-3.

2. **Approval** of June 6, 2017 Agenda

**Motion** by Pilon, seconded by Kemmerling, to approve the June 6, 2017 agenda. The motion carried 6-0-3.

3. Approval of May 2, 2017 Meeting Minutes

**Motion** by Okoniewski , seconded by Pilon, to approve the May 2, 2017 Meeting Minutes. The motion carried 6-0-3.

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

**Motion** by Innes, seconded by Kemmerling , to approve the May 2017 Financial Report. The motion carried 6-0-3.

5. Call to the public was opened at 7:33 a.m. with no response.

6. New Business

a. Chair/Vice Chair Nominations and Selection

**Motion** by Pilon, seconded by Innes, to keep Mark Binkley as Chair and Lisa Nelson as Vice Chair of the PSD Board. The motion carried 6-0-3.

b. PSD Accomplishments Brainstorm

- i. Jessica Reed facilitated a discussion regarding the PSD's Special Assessment District (SAD).
- ii. Lisa Nelson stated the purpose of the PSD is to promote the principal shopping district. John Okoniewski added they utilize funds in order to increase business by maintaining Main Street businesses occupied and creating a vibrant community. He stated the PSD wants to focus on expanding down Grand River while strengthening Main Street.
- iii. Steve Pilon expressed that Main Street is strong and it is time to branch out to Grand River. He believes the purpose of the PSD is community growth.
- iv. John Okoniewski stated the PSD has a long list of accomplishments, such as Ladies Night Out which is a huge success, and promoting outdoor dining patios.
- v. Jon Innes added the Zingerman training for the businesses inside the Principal Shopping District had been beneficial.
- vi. Jessica Reed asked the Board what problems they felt at the beginning of the 2014/2015 Special Assessment District (SAD) needed to be solved by having a Board that is separate from the Downtown Development Authority (DDA).
- vii. Jon Innes stated he didn't feel there were any issues at the time and that the main purpose for the PSD was enhancing downtown. Sheryl Kemmerling stated the construction during that time made it important to get people downtown. John Okoniewski stated they wanted to get money to do things the DDA could not do. Lisa Nelson

Principal Shopping District Board Meeting Minutes  
June 6, 2017

stated they were seeking to obtain advertising and training opportunities.

- viii. Jessica Reed asked how effective the PSD has been in fulfilling the goals they had when they started.
- ix. Lisa Nelson stated that the Zingerman Training allowed Grand River businesses the opportunity to participate and was not something that was only focused on Main Street.
- x. Jessica Reed asked the Board what they believe the single biggest accomplishment has been since 2014.
- xi. Sheryl Kemmerling stated helping with signage in getting people downtown during the construction. John Okoniewski mentioned sponsoring the Downtown Brighton Lounge at the Legacy Center, which thousands of people see every month. He also added paying for the banners on Main Street. Steve Pilon mentioned the Taste of Brighton and bus signage to attract Ann Arbor residents. Sheryl Kemmerling said they spend a huge portion of their budget on Christmas Lights which cost \$25,000 a year.
- xii. Jessica Reed asked the Board in which areas they believe they could improve or expand upon.
- xiii. Lisa Nelson stated more inclusion of Grand River and more training opportunities. Jon Innes would like to see some district distinctions and promotional events in each district. Steve Pilon agreed with the distinction of Grand River into districts and stated inclusion of Grand River is key to the city's future growth. John Okoniewski added focusing on the website as well as social media to attract the millennial crowd and working on the logo.
- xiv. Jessica Reed asked whether the PSD has helped increase profits for the businesses individually through events, programs, or advertising.
- xv. Lisa Nelson stated that Ladies Night Out increased her profits by 900%, and having an entity to execute the event was key as opposed to individual merchants trying to organize it. John Okoniewski

Principal Shopping District Board Meeting Minutes  
June 6, 2017

mentioned the success of Main Street in maintaining occupancy has helped his Grand River business directly. Jon Innes stated the busiest months for his bank have been after the events. Sheryl Kemmerling believes the advertising and festivals has had a positive impact.

- xvi. Jessica Reed asked the Board if they believed they could sell the S.A.D. to businesses in saying those businesses have profited financially by contributing to the PSD.
- xvii. Jon Innes stated that it has enhanced Brighton and the events have attracted people to move here.
- xviii. Jessica Reed asked the Board what they believed was the most important reason for the S.A.D. to be renewed.
- xix. Lisa Nelson believed the coordination of efforts was important. Steve Pilon mentioned future advertisement for the growth of the city and the PSD specifically. John Okoniewski stated the need for the PSD to finish what had been started. Jon Innes discussed competing with other cities like Howell. Sheryl Kemmerling mentioned the billboards and other sorts of advertising that have helped business owners in the city.
- xx. Jessica Reed asked if the Board believed the PSD is funded adequately and what they would spend more money on.
- xxi. Steve Pilon stated they should invest in having a broader reach with billboards and spreading out their advertising radius. Jon Innes added having a map that includes Grand River districts.
- xxii. Jessica Reed asked the Board what they would do with more funding.
- xxiii. John Okoniewski said they should increase funding for everything across the board proportionately. Lisa Nelson mentioned spending money on a branding study. Steve Pilon mentioned having more events.
- xxiv. Jessica Reed asked the Board if they think the rates and zones are appropriate.

Principal Shopping District Board Meeting Minutes  
June 6, 2017

- xxv. Lisa Nelson was concerned whether people would be willing to pay an increased rate and would like to see input from businesses that are not on the Board. John Okoniewski suggested Grand River businesses having a lower rate than Main Street businesses.
- xxvi. Jessica Reed stated the Board will have to discuss maps and proposing new rates in August.

c. Billboard Contract

- i. Jessica Reed went over the contract for the Holiday Shop and Dine which is a six week contract starting November 13. The cost is \$3,750 plus a \$1,000 production charge for any updating.

**Motion** by Okoniewski, seconded by Kemmerling, to approve the billboard contract. The motion carried 6-0-3.

7. Old Business

a. Ladies Night Out Recap

- i. Jessica Reed discussed the results of a survey that was done after the event which received responses from 20 different merchants. 57% were below on sales, 42% were at their average, and none were above average. 29% of respondents thought people may have discovered their business during the event, 42% did not think so. The most effective advertising techniques in order of popularity were: the Main Street banner, social media, WHMI, brochures, and individual businesses promoting it themselves. Some of the comments received stated the weather put a damper on the event.

b. Taste of Brighton Update

- i. Sophia, from the Chamber of Commerce stated the City has transferred the funds from the event over to the Chamber of Commerce and any checks should be written out to them going forward. She also informed that the Taste of Brighton website has

Principal Shopping District Board Meeting Minutes  
June 6, 2017

expired and will have to be renewed. The cost to renew has gone up to \$144. The event still does not have a presenting sponsor.

- ii. Lisa Nelson asked if the merchants were aware that the Chamber is running the event and that it will eventually be turned into a 501c3. She asked about the PSD being the presenting sponsor.

**Motion** by Innes, seconded by Kemmerling, to request to Taste of Brighton that the PSD be the presenting sponsor due to the fact that they have contributed \$12,500 to the event. The motion carried 6-0-3.

Sheryl Kemmerling left at 8:40 a.m.

c. Fundraising Options

- i. Jessica Reed discussed putting together a fundraising program to fund the Christmas Lights.
- ii. John Okoniewski discussed approaching companies in the city for funding.
- iii. The Board decided to put the discussion on the next month's agenda.

8. Liaison Reports

a. 150<sup>th</sup> Anniversary Committee

- i. Shawn Pipoly stated the 500 Brightonopoly board games that were ordered should be delivered in a few weeks. Some have already been pre-sold. The T-shirts for the 150<sup>th</sup> Anniversary were delivered and will cost \$15 each. The proceeds will go to the 150<sup>th</sup> Anniversary event.

b. City Council

- i. Shawn Pipoly updated the Board on the joint meeting held between City Council, the Planning Commission, and the Downtown Development Authority for the purpose of preparing a new master

Principal Shopping District Board Meeting Minutes  
June 6, 2017

plan. He also announced that the city owns parcels of land that they are trying to get developed. A parcel at the north side of the movie theater was given back to the City by the State of Michigan via a quick claim deed. There is also a residential parcel that the City is taking bids on.

- c. Chamber of Commerce-None
- d. DDA
  - i. Shawn Pipoly announced the DDA meets in two weeks.

9. Board Member Updates-None

10. Staff Updates

- a. Brandon Skopek stated the meeting for the Master Plan went well and there will be a survey available for everyone to share.
- b. Jessica Reed stated the survey results will be reported to the PSD board. She also announced the next PSD meeting will be July 11.

11. Call to the Public was opened at 8:50 a.m.

- a. George Moses, Publisher of the Marketeer, announced the ad for the Brighton 150<sup>th</sup> Anniversary was published. The Optimist Club will be hosting the Annual Fishing Derby on the Mill Pond this weekend. The event will have about 300 kids participating with their parents. He also discussed how the PSD could measure where their advertising money is going and how many people are seeing their ads.

12. Adjournment

**Motion** by John Okoniewski, seconded by Jon Innes, to adjourn the meeting at 8:56 a.m. The motion carried 5-0-4.

Respectfully submitted,

Principal Shopping District Board Meeting Minutes  
June 6, 2017

Wendy Ayala, Recording Secretary  
June 6, 2017

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