

**City of Brighton  
Principal Shopping District Board Meeting Minutes  
July 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	Lisa Nelson Y
Nick Palizzi Y (arrived at 7:36 am)	Jon Innes Y
John Okoniewski Y	Steve Pilon N
Sheryl Kemmerling Y	Shawn Pipoly Y
Annette Jacoby Y	

Staff:

Lydia Macklin-Camel and Brandon Skopek

Audience: 5 (Alzheimers Association Members)

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

**Motion** by Innes, seconded by Nelson, to approve the July 11, 2017 agenda. The motion carried 8-0-1.

3. Approval of the May 31, 2017 Special Meeting Minutes

**Motion** by Okoniewski , seconded by Kemmerling, to approve the May 31, 2017 Special Meeting Minutes. The motion carried 7-0-1. Pipoly abstained.

4. Approval of June 6, 2017 Meeting Minutes

Motion by Kemmerling, seconded by Innes, to approve the June 6, 2017 Meeting Minutes. The motion carried 8-0-1.

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

**Motion** by Innes, seconded by Kemmerling , to approve the June 2017 Financial Report. The motion carried 8-0-1.

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6. Call to the public was opened at 7:38 a.m.

Maggie Gibbons from the Alzheimer's Association gave a presentation to the Board announcing the Annual Alzheimer's Walk on Saturday, September 30, 2017. Gibbons asked if the Board could fund the banner again this year. The Board let her know that they would check the condition of the banner first and confirm budget, then get back Gibbons on funding. The Board also agreed to help promote the Walk along their social media channels.

7. New Business

a. Christmas Lights

- i. Mark Binkley led a discussion about funding Christmas Lights for the 2017 season.
- ii. Lisa Nelson and Jon Innes were both strongly against using the company Shine again.
- iii. Lydia Macklin-Camel let the Board know that DPW can use the lights they own to do the trees in Downtown. The Board liked this idea, but asked staff to check with DPW to see if they would charge a fee or do the work in-kind, as well as check into how many light strands there are so that the Board can look into what else they could do in terms of decorations/lights.
- iv. Innes suggested using DPW to do trees and then just doing garland on light poles to stay within budget or buy their own lights to do buildings in the future so to keep future costs down.
- v. Binkley asked the Board if they would like to do an RFP to have the lights done by another company. The Board ultimately decided that they would like to confirm what DPW can do and the costs associated before moving forward with an RFP.

b. Conpoto – Community Currency

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Lydia Macklin-Camel gave the Npatd an overview of the company Conpoto's Community Currency program. The program is set up for small Downtown communities and could be used as a tool for the PSD to encourage spending within the local economy.

The Board expressed some concerns for the process by which the gift cards in the Community Currency program would be redeemed. Macklin-Camel let The Board know that Conpoto is willing to come do a presentation at a future meeting to discuss the program in more detail and answer questions/address concerns.

The Board had concerns but were interested. They ultimately decided to table the idea and revisit it after the SAD renewal process is completed.

8. Old Business

a. Taste of Brighton Update

- i. Taste of Brighton will be held this week.

b. PSD Accomplishments Review

- i. The Board decided to table this discussion until next meeting due to time constraints.

9. Liaison Reports

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

- i. Shawn Pipoly reminded the Board that the Block Party was on August 13 and that the sponsorships were getting filled.

b. City Council

- i. No update.

c. Chamber of Commerce

- i. No update.

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- d. DDA
  - i. No update.
- 10. Board Member Updates
  - a. No update.
- 11. Staff Updates
  - a. No update.

12. Call to the Public was closed at 8:48 a.m.

13. Adjournment

**Motion** by Mark Binkley, seconded by Lisa Nelson to adjourn the meeting at 8:48 a.m. The motion carried 8-0-1.

Respectfully submitted,

Lydia Macklin-Camel, Recording Secretary  
June 25, 2017

Next regular PSD board meeting –Tuesday, August 1, 2017 – 7:30 a.m.