

**City of Brighton
Principal Shopping District Board Meeting Minutes
August 1, 2017 7:30 a.m.**

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

Those in attendance:

Mark Binkley Y	John Okoniewski Y – arrived late at 7:31 a.m
Shawn Pipoly Y – left early at 9:00 a.m.	Lisa Nelson Y
Annette Jacoby Y	Jon Innes Y
Sheryl Kemmerling Y	
Steve Pilon Y	

Staff:

Jessica Lienhardt, Lydia Macklin-Camel, and Brandon Skopek

Audience: 4

2. **Approval** of August 1, 2017 Agenda

Motion by Nelson, seconded by Kemmerling, to approve the August 1, 2017 agenda. The motion carried 7-0-1.

3. Approval of July 11, 2017 Meeting Minutes

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

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

Motion by Innes, seconded by Okoniewski, to approve the July 2017 Financial Report. The motion carried 8-0-0.

5. Call to the public was opened at 7:34 a.m.

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George Moses, Publisher of the Marketeer, shared with the Board that the cover of the recent issue of the Marketeer was about the 150th Anniversary Celebration and an article about Brighton's history was included as well.

6. New Business

a. Board Member Resignation

Nick Palizzi recently resigned from the PSD Board due to unresolved differences in opinion with the Taste of Brighton Committee's policy. A Taste of Brighton committee member in the audience provided insight on the subject and let the Board know the situation has encouraged the Taste of Brighton Committee to improve their policies moving forward.

Motion by Nelson, seconded by Innes, to approve Nick Palizzi's resignation from the PSD Board. The motion carried 8-0-0.

b. PSD Board Member Vacancy

- i. Jessica gave an overview of the current PSD Board member makeup (services, restaurants, retailers, etc.) and discussed board member requirements for the vacancy, in particular that the new board member be a resident in a neighborhood adjacent to the PSD.
- ii. Steve Pilon suggested adding another restaurant owner to replace Nick Palizzi. Lisa Nelson suggested adding a salon owner since there are a lot of salons in Downtown Brighton. Mark Binkley suggested the Board members create a list of people they think would be good candidates and submit that list to Jessica Lienhardt.
- iii. Jessica Lienhardt will create and post an "open letter of interest" regarding the vacancy along the City's communication channels asking interested candidates to submit an application before the next PSD meeting on September 12, 2017. The Board will review these applications and submit their recommendations to City Council for appointment.

c. Branding Discussion

- i. Mark Binkley suggested the Board revisit the branding discussion at a later date as Nick Palizzi's resignation will force the Board to make a new decision about branding moving forward.
- ii. Steve Pilon was adamant that Downtown Brighton needs a rebrand to get the community excited, but understands Mark Binkley's point and that putting it on the backburner until after the SAD would be wise. Jon Innes agreed with Pilon that rebranding is necessary and the Board agreed that this topic should be revisited as soon as possible.
- iii. Jessica Lienhardt let the Board know that, because the initial RFP garnered proposals that were too expensive, moving forward, they should decide whether to do a new RFP for just branding (logo, tagline, etc.) or for professional marketing services (website, communications, marketing campaigns, etc.). The Board decided to review the original RFP language and discuss this at the next meeting.

d. 150th Banner Calendar Request

- i. Shawn Pipoly let the Board know that the 150th Committee asked if they could get on the Banner Schedule the night after the Fine Arts Festival. This spot is currently held by the Smoke and Jazz Festival banner. The 150th Committee would like their banner to go up August 7 through 14. The Smoke and Jazz Festival has had this spot reserved since January and would be getting one week less than they usually do for their banner promotion.

Motion by Innes, seconded by Nelson, to approve the amendment to the banner schedule and allow 150th Banner to be hung August 7 through 14. The motion carried 8-0-0.

7. Old Business

- a. Taste of Brighton Recap

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tree wrap and DPW will wrap the trees at no cost to the PSD. DPW will no hang rooftop lights due to liability reasons. Sheryl Kemmerling asked the Board if they would be open to do doing a few less trees along Mainstreet and using those lights to wrap a few trees on Grand River.

- ii. Brewery Becker owner, who was in the audience, offered to give the PSD \$2,000 to support doing more holiday lights this year.
- iii. The Board asked Sophia Freni from the Greater Brighton Area Chamber of Commerce to recommend a holiday light company. She suggested McFarland Tree Company would be good to work with. Sophia Freni also let the Board know that the Chamber will be bringing in a Christmas Tree Display to Downtown Brighton this year.
- iv. Mark Binkley asked the Board if they would like to contact McFarland Tree Company and have them coordinate efforts with DPW. Jessica Lienhardt let the Board know that the City Attorney is reviewing this situation and deciding whether the Board needs to do and RFP or just gather 3 quotes to move forward. Mark Binkley said he would also like to talk to the DDA about supporting Christmas Lights financially this year. The idea of Christmas Light sponsorship was put out there and Jessica Lienhardt will work on putting together promotional materials to attract sponsors.
- v. Staff asked the Board if they would be interested in doing an “adopt a lamppost” project with businesses to encourage more decoration during the holidays. The Board is supportive of this idea and asked staff to organize promotions for this event.

d. Alzheimer Banner Update

- i. Staff let the Board know that the Alzheimer Banner is in good shape and just needs a date change. The cost to change the date would be about \$90.

Motion by Jacoby, seconded by Nelson, to approve up to \$90 to be spent to update the date on the Alzheimer’s Banner. The motion carried 8-0-0.

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8. Liaison Reports

a. 150th Anniversary Committee

- i. Shawn Pipoly reminded the Board that the Block Party was on August 13.

b. City Council

- i. No update.

c. Chamber of Commerce

- i. Sophia Freni reminded the Board that the Fine Art and Acoustic Musical Festival was August 4 – 6.

d. DDA

- i. Brandon Skopek let the Board know that the DDA is making adjustments to the Millpond Bandshell Proposal.

9. Board Member Updates

- a. No update.

10. Staff Updates

- a. Jessica Lienhardt let the Board know that Crosswalk Construction and the replacement of the inground lights has begun and is scheduled to be finished by the end of August.

11. Last Call to the Public was at 9:12 a.m. Call to the Public was closed at 9:14 a.m.

- a. Thaddeus McGaffrey thanked DPW for being so timely in fixing trip hazards along Main Street during Taste of Brighton.

12. Adjournment

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Motion by Pilon, seconded by Okoniewski to adjourn the meeting at 9:14 a.m. The motion carried 7-0-1.

Respectfully submitted,

Lydia Macklin-Camel, Recording Secretary
August 22, 2017

Next regular PSD board meeting –Tuesday, September 12, 2017 – 7:30 a.m.