

**City of Brighton**  
**Principal Shopping District Board Meeting Agenda**  
**Tuesday, October 4, 2011 – 7:30 a.m.**  
**Regular Session**

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

**Those in Attendance:**

Mark Binkley y	Lisa Nelson y
Claudia Roblee y	Shawn Pipoly y
Nick Palizzi y	Arthur Des Gravise y
Cheryl Mayday y	John Okoniewski arrived 7:35

**Staff:**

Matt Modrack  
Lauri French

**Audience:**

1

**Approval of the October 4, 2011 Agenda**

Motion by: Nick Pallizzi

Seconded by: Shawn Pipoly

Move staff updates #10 up to 6b and 7d and e under 6b requested by Matt Modrack

Motion approved unanimously as amended

**Approval of September 6, 2011 minutes**

Motion by: Shawn Pipoly

Seconded by: Lisa Nelson

Motion passed with 3 abstentions

**Approval of the September 2011 Financial Report**

Motion by: Shawn Pipolu

Seconded by: Nick Palizzi

Motion passed unanimously

**Call to the Public**

No response

### **New Business**

**Topic:** 2012 Art Fair & Acoustic Musical Festival (Matt Modrack)

Discussion: Matt Modrack reported a committee was sent up for next year's festival. Three major changes have been proposed: Change the date, move the event back to Main Street, and close Main Street on Friday at noon for artists' set-up. The committee is looking at five stage areas on Main Street for entertainment. The event would be changed to the first weekend in August (August 3-5, 2012). Cheryl Mayday said they would really like the restaurants to be more involved. She is meeting with Patty Thomas from DPS (civic event coordinator) on Wednesday, 10/5/11. The next committee meeting is October 27. Matt noted that this is a civic event that will have to be approved by Council.

Motion: None

Motion by:

Seconded by:

Motion

### **Old Business**

**Topic:** Merchant advisory committee update

Discussion: No report to give

Motion: None

Motion by:

Seconded by:

Motion

**Topic:** Marketing Subcommittee report

1 4th Quarter 2011 Advertising Budget

A handout was given showing proposals from the Marketing subcommittee which include: Marketeer with co-op ads (PSD portion \$2,000); electronic billboards \$8,000 (could be less depending on how many merchants want to participate); WHMI \$9,525 (includes Rocktoberfest, Ladies Night, Holiday Glow, Small Business Saturday, and post-Christmas); Christmas Decor Lights \$8,587.50. Total PSD cost assuming no co-op from merchants - \$28,112.50. This is slightly higher than the usual \$25,000 budgeted the past few years, and is due to the estimate for lights from Christmas Decor.

2 Holiday decoration co-op opportunity (Mark Binkley)

In years past bows and garlands have been used, and they are looking pretty tired. Mark's idea is that town needs to be more lit up. All the tops of building was proposed and included in Christmas Decor proposal. PSD offer 50% co-op. The roundabout and Squire lot should be lit up. Participating merchants would be included in "Sponsored by" advertising.

Discussion:

Principal Shopping District Board Meeting Minutes

October 4, 2011

Page 3 of 5

Shawn Pipoly asked if we could legally do roundabout because it is out of the PSD district. Nick Palizzi stated that it should be done and one suggestion for how to pay for it is to have the merchants kick in \$10.00 apiece so PSD is not paying for it.

If PSD pays for all advertising with no co-op the budget is \$28,112.50. Our budget in previous years was \$25,000.

Shawn Pipoly stated that down the road we need to expand out to Grand River or we need to reduce the district.

Motion: To budget \$28,112.50 for 4th Quarter advertising. Direct marketing committee to continue to go out and get co-op for all this.

Motion by: Claudia Roblee

Seconded by: John Okoniewski

Motion passed unanimously

**Topic:** Parking Strategy Subcommittee update

Discussion: No report.

Motion: None

Motion by:

Seconded by:

Motion

**Topic:** SELCRA ÷Tridge or Treatö update (Matt Modrack)

Discussion: Selcra is working on it and DDA will participate to cover costs.

Motion: None

Motion by:

Seconded by:

Motion

**Topic:** Banner Program update (Matt Modrack)

Discussion: Banners are now all up and down Main Street. Event Banners are ordered and given to Matt Modrack by the Chamber. The full set of event banners have changeable dates so they can be used year after year. Holiday banners will be ordered. Will remain up during Holiday season without dates.

**Topic:** Status of replacement for IContact email program (Lisa Nelson)

Discussion: No report. Lisa Nelson reported that she would have information at the November meeting. Claudia Roblee requested that this program be used not only for merchant communication but also events.

Motion: None

Motion by:

Seconded by:

Motion

### **Liaison Reports**

City Council: (Claudia Roblee) Imagination Station is anticipated to be open by October 28. Council will approve the bid award at the October 6 meeting.

Chamber: (Mark Binkley) Open house was this last weekend. Their LED sign was approved. Rocktoberfest message is on the Brighton High School sign.

DDA: (Shawn Pipoly)

Main Street Program Update (Claudia Roblee) Main Street is already in progress here. A lot of work is required and there is much oversight by the State. Do we really need at this point to become a select member?

### **Board Member Updates**

Art Des Gravise noted that a welcome packet should be made to give to new merchants. Claudia asked Art if he would mind putting bullet points together for a welcome packet.

Harvest Fest was very busy.

### **Staff Updates**

Chamber site is being cleared. Matt Modrack is getting estimates for transplanting three trees to the Pierce Street site. Carleen from Landscape Design (provide the downtown flowers), has been hired to transplant plants temporarily from the Chamber garden to her landscape yard until a new spot can be found for garden.

Barton houses are coming down today, will probably take a week. Parking lot project will begin this month.

Handout was given showing SEV $\phi$ s of properties. The handout was given out to arm us with info about property values and the vitality of Brighton. The handout also included a calendar showing all project activity through 2012.

Call to the Public

Principal Shopping District Board Meeting Minutes

October 4, 2011

Page 5 of 5

Susan Walters Steinacker: the vote to approve to meeting minutes was an illegal vote and violated Roberts rules of order. The Holiday lighting will have to include a hold harmless clause from the city attorney in case of fire.

Adjournment at 8:43

Motion by: Nick Palizzi

Seconded by: Art Des Gravise

Motion passed unanimously

**Next PSD board meeting Tuesday, November 1, 2011 — 7:30 a.m.**

**Respectfully submitted,**

**Claudia Roblee**

**Secretary, PSD Board**