

MINUTES OF THE REGULAR MEETING FOR THE PSD BOARD
BRIGHTON
MEETING HELD ON February 2, 2010 7:30 A.M.
BRIGHTON CITY COUNCIL CHAMBERS

Meeting called to order by Mark Binkley at 7:35 A.M.

Those in Attendance:

Mark Binkley y	Lisa Nelson arrived 7:50
Claudia Roblee y	Shawn Pipoly y
Nick Palizzi n	Arthur Des Gravise n
Cheryl Mayday y	John Okoniewski y

Motion to excuse Nick Palizzi and Art Des Gravise by Claudia Roblee, seconded by Shawn Pipoly. Motion passed unanimously.

Staff:

Matt Modrack, Lauri French

Audience:

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Approval of the January 5, 2010 Meeting Minutes

Motion by: Claudia Roblee

Seconded by: Cheryl Mayday

Motion passed unanimously with 1 abstention (Shawn Pipoly)

Approval of the January 2010 Financial Report

Motion by: Shawn Pipoly

Seconded by: Cheryl Mayday

Motion passed unanimously.

Approval of the February 2, 2010 Agenda

Motion by: Claudia Roblee

Seconded by: John Okoniewski

Motion passed unanimously.

Call to the Public

No response

New Business

Topic: Paul Braun – AccuNet – Present new feature available for PSD web site (ContactWorks)

Discussion: Current merchant directory in the PSD website would be updated with ContactWorks. Page of each individual business is set up to send email to that business if email contact is included with business. Each business can get mini website on site.

Members can edit their own information by using a password or the website administrator (Lauri) can do the updates. Logos can be added. Concern-New businesses getting onto the site. There is no way currently to identify hits to each individual business. Old information from the directory will be migrated into the new system. There will be \$80.00 one time fee to upgrade and cover training costs. It was suggested that a small seminar be arranged for merchants to explain. Will need all email addresses of businesses.

Motion: \$80.00 allocated for one time fee.

Motion by: Shawn Pipoly

Seconded by: John Okoniewski

Motion passed unanimously.

Topic:

Discussion: Discuss walking map update for PSD web site

Lisa Nelson commented that the merchants were looking for a way to update the walking map on website. Merchants are looking for a way to highlight participating merchants for special events. Lauri French stated that we could spend \$100 to have New Moon Visions update the map or create a new map in-house. It was decided to create a new map in-house using talented staff. Lisa will work with Lauri, Amy Cyphert and Jim Rowell on concept for map.

Motion: None

Motion by:

Seconded by:

Motion

Topic: Consider allocation for advertising DBMA event - "Spring into Brighton", March 26-28, 2010

Discussion: This is a merchant driven event and will be a shopping event much like Ladies night. Merchants are looking to do something like this quarterly. The merchants are asking for \$500 for printing postcards and flyers for this event. It was asked to include PSD logo in any printing.

Motion: Allocate \$500 for printing postcards and flyers for this event with the PSD logo included.

Motion by: Shawn Pipoly

Seconded by: John Okoniewski

Motion passed unanimously.

Old Business

Topic:

Discussion: 3/50 Project Subcommittee update (Shawn Pipoly/Lisa Nelson)

Lisa will contact Big PDQ to authorize printing the 3/50 flyers.

Motion: None

Motion by:
Seconded by:
Motion

Liaison Reports

City Council: Claudia reported that the second reading for the DDA expansion and amendments will take place at this Thursday's Council Meeting.

Chamber: Moola Ball on February 27, 2010

Downtown Brighton Merchants Association:

DDA: Matt Modrack is now Executive Administrator of the DDA. Lisa Nelson and Greg Strouse are two new members of the board.

Board Member Updates

Feedback from Main Street Design/Economic Restructuring Training on 1/21/10
A total of 8 people attended this meeting.

Staff Updates

FY 2010-11 Proposed Budget - Matt Modrack reported that the Finance Director has allocated money to the PSD from DDA budget. The DDA budget has been reduced by a liability formerly not reported on DDA budget. This may put Main Street in jeopardy of not being funded. If that happens then it would be critical to ask DDA for funding for PSD. It is important to proceed with PSD.

Main Street in Practice – 2/11/10 – Cleary's Pub, Howell, MI

Call to the Public

Susan Walters-Steinacker stated that since Lisa Nelson has fiduciary interest in \$500 allocated for printing for the "Spring into Brighton" event she should have abstained. Approval of minutes is invalid as the Board did it out of order without an approved change to the agenda.

Adjournment
Motion by: Shawn
Seconded by: Claudia
Motion passed unanimously

Next PSD board meeting - **Tuesday, March 2, 2010** at 7:30 a.m.