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

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 (left at 8:30 a.m.)
Cheryl Mayday n (excused)	John Okoniewski n (excused)

Motion to excuse John Okoniewski and amended to include Cheryl Mayday by Claudia Roblee, seconded by Lisa Nelson. Motion passed unanimously.

Staff:
Matt Modrack, Lauri French

Audience:
2

Approval of the February 2, 2010 Meeting Minutes

The minutes could not be approved since some of the members present at today's meeting were not in attendance at the February 2, 2010 meeting and we did not have a quorum present. Approval of minutes tabled until next PSD meeting.

Approval of the February 2010 Financial Report – Short discussion regarding the earmarked $15,000 for the Main Street intern and what needs to be done to get this money back into the budget.

Motion by: Claudia Roblee
Seconded by: Shawn Pipoly
Motion passed unanimously.

Approval of the March 2, 2010 Agenda
Chairperson Binkley requested that Mr. Modrack's items – Staff Updates and PSD Budget – be moved up to the front of the agenda right after call to the public. Shawn Pipoly also requested that an item concerning Arthur Des Gravise's position with the PSD board be added at the beginning of the meeting.
Motion by Shawn Pipoly to approve the agenda as amended with the above changes to be moved after call to the public and before New Business.
Seconded by: Nick Palizzi
Motion passed unanimously.

Call to the Public:

No response

Art Des Gravis noted that he self-terminated his employment at Stonefire Bistro about two weeks ago and is not sure if he can continue on the PSD board. Staff was directed to check the PSD legislation and by-laws and send out an advisory to the board members of their findings.

Staff Updates: Matt Modrack distributed copies of some photos he took last weekend in Chelsea; they have done some creative things with signs and wall maps of the city.

New Business

Topic: PSD Budget; Funding Alternatives

Matt Modrack discussed how the PSD budget is now intertwined with the Main Street budget and that ultimately that the monies will come from the DDA's budget. The DDA decided not to fund the Main Street program this year but we can continue to send people to the training sessions at the Associate level. Matt wants to continue to fund the PSD and has requested $35,000 from the DDA budget for FY 2010-11. Claudia Roblee noted that the sub-committee (Claudia, Mark Binkley and Shawn Pipoly) has not yet met to put together a presentation to the DDA board of PSD accomplishments. Mark Binkley suggested having this year's projected expenses matrix available for the presentation. Shawn asked if a breakdown of the PSD expenses for the past 12 months could be sent to the sub-committee prior to their meeting; Lauri will send it to them. Claudia mentioned the possibility of having members of the PSD and DDA form a sub-committee for Business Recruitment.

Topic: Consider request from DBMA to submit digital sign message to BHS for "Spring into Brighton" event March 26-28, 2010.

The PSD has been requested to contact the BHS to run an advertisement on the digital message board – for example, "Spring Into Brighton Merchant Event, March 25-28 – Info at www.downtownbrighton.com". Lauri will send the request to John Thompson by March 4 and ask them to run it from March 18 through March 28.

Topic: Consider additional marketing requests for DBMA "Spring Into Brighton" event

Lisa Nelson described the "Ladies Night Out" on March 25 – there will be beverages and appetizers at participating merchant locations; the event will continue throughout the weekend with specials extending to Friday and Saturday. The event will also be a fundraiser for the USO. Discussion about starting a downtown email list to market downtown events, and possibly put an ad in the Marketeer asking readers to join the email list. The list should reside with the City, possibly on the PSD "IContact" program.

Lisa Nelson as Chairperson of the DBMA requested additional funds for promotion of the above event - $1,200 for WHMI (will be lower with co-op ads); $656 for Sign-A-Rama (estimate for 200 posters and 10,000 postcards) and $160 for the Argus.

Motion: Allocate up to $1,700 for promoting "Spring Into Brighton" event with co-op ads for WHMI.
Motion by: Claudia Roblee
Seconded by: Nick Palizzi
Motion passed unanimously.

Topic: Consider cancellation or reschedule of April 6, 2010 PSD meeting due to spring break.

Motion by Nick Palizzi, seconded by Shawn Pipoly, to reschedule the April 6 PSD meeting to March 30, 2010.
Motion carried unanimously.

Old Business

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

Lisa Nelson advised she has the posters and flyers for the 3/50 project; we have to figure out how to distribute them to all the merchants. Mark Binkley said he would ask his two sons and possibly their friends for assistance. Lisa will also take the materials to the merchants meeting tonight. Shawn Pipoly noted that Lisa had done most of the work to get the 3/50 Project materials.

Discussion: Discuss walking map update for PSD web site
Distributed examples of Northville, Plymouth and Milford walking maps as well as the BACC art map that was done by Carole McGeehan. Nick Palizzi volunteered to replace Lisa Nelson on the subcommittee to work with Amy Cyphert and Lauri French. Discussed the map format; Mark Binkley suggested using two maps, one for Main St. and one for the Grand River corridor businesses. He also suggested printing copies of the map for the Chamber, City, hotels and Livingston County Visitors Bureau. Staff was asked to get a quote to print 5,000 copies. Nick asked to have any available map templates sent to him so he can start working on something for the next PSD meeting.

Liaison Reports
City Council: Claudia noted that Council is aware of the DDA's decision not to fund the Main Street program this year and that we will be continuing our participation at the Associate level. Claudia will speak to Matt Modrack regarding the proposed Business Recruitment subcommittee with DDA and PSD members. She asked Lauri to find out the status of the $15,000 PSD funds earmarked for the Main St. intern – what needs to be done to get this back into the PSD budget?

Chamber: No report.

Downtown Brighton Merchants Association: Lisa reminded everyone the DBMA meeting is tonight at 6:15 p.m. at Leaf, Barley & Vine. The meetings will be held the second and fourth Tuesdays each month at 6:15 p.m. at different locations (TBD). She also noted that Danielle Tiefenbach from Bach Bakery is now her co-chair for the DBMA and the Merchants Association is moving toward using Facebook as their primary communication tool.

DDA: Shawn Pipoly reported the DDA is reviewing its own budget issues, which is why it was not in a position to fund the Main Street program this year.

Board Member Updates – None.

Call to the Public
Susan Walters-Steinacker stated that she did not hear Cheryl Mayday's name in this morning's roll call. Lauri French noted that Cheryl did mention after last month's meeting that she would not be in town for today's meeting. Claudia Roblee amended her motion to excuse John Okoniewski to include Cheryl Mayday.

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

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