

**City of Brighton**  
**Principal Shopping District Board Meeting Agenda**  
**Tuesday, July 13, 2010 – 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 arr. 7:35 a.m.
Claudia Roblee Y	Shawn Pipoly Y
Nick Palizzi Y	Arthur Des Gravise Y
Cheryl Mayday arr. 7:35 a.m.	John Okoniewski Y

Staff:

Lauri French  
Matt Modrack-left at 8:30 a.m.

Audience:

3

Approval of the July 13, 2010 Meeting Agenda

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

Approval of the June 1, 2010 Meeting Minutes

Motion by: Shawn Pipoly  
Seconded by: John Okoniewski  
Motion passed unanimously

Approval of the June 2010 Financial Report

Motion by: John Okoniewski  
Seconded by: Nick Palizzi  
Motion passed unanimously

**Call to the Public**

Jim Vichich of the Brighton Area Historical Society explained that he was asked by Matt Modrack to come and address the board about the Historical Society doing cemetery tours on Saturdays during the Farmers Market. He said that he would bring that idea to the Historical Society Board and see if they have enough volunteers to do this once a month to start. He requested that if they decide that it is doable can signage be purchased by the PSD Board to advertise that at the Market? He said that the Cobach Center is open from 9 – 12 on Saturdays already. He had a question about the sandwich board sign and whether or not it could be used. Since the event application encompasses all of Main Street they can use the sign to show they are open. He will let Claudia Roblee know about the volunteer situation and if cemetery tours can be done on Saturdays.

**New Business**

**Topic: Discuss part-time temporary help for DBMA**

Discussion: Discussion was had concerning help for Merchant association. It was suggested by the board that the Merchant Association research what direction they are planning to take in terms of an association. Will they stay under the umbrella of the Chamber or become their own non-profit? It was suggested that the merchants create a job description for a merchant coordinator. Lisa stated that she is spending 20 to 30 hours a week running the association and needed to focus more on her business. Matt Modrack suggested that a coordinator would help to keep the momentum going downtown and it would not be a good thing to lose that now. Lisa said she would get with the merchants and report back at the next meeting on items discussed.

Motion: Allocate \$1,000 for help now for merchants association and develop a merchant program

Motion by: Art Des Gravise

Seconded by: Nick Palizzi

Motion passed unanimously

**Old Business**

**Topic: Funding alternatives subcommittee report**

Discussion: There has been no meeting

**Topic: Walking Map Status**

Discussion: Nick Palizzi reported on the status of the map and what the next steps might be. He took comments from board and will report to Scott Kree at Lindhout Associates.

Motion: None

Motion by:

Seconded by:

Motion

**Topic: Farmers Market/Shop Local Saturdays report**

Discussion: Claudia Roblee presented the report included in today's packet. She showed examples of what has been done so far and asked for an additional \$1300 to complete advertising for the duration of the campaign. She also stated that the initial expenditure of \$1012.20 was \$12.20 over the \$1000 allocated.

Motion: Amend initial allocation of \$1000 to \$1012.

Motion by: Shawn Pipoly

Seconded by: Lisa Nelson

Motion passed unanimously

Motion: To allocate \$1,300 for marketing for Shop Local campaign

Motion by: Nick Palizzi

Principal Shopping District Board Meeting Minutes

July 13, 2010

Page 3 of 3

Seconded by: Lisa Nelson  
Motion passed unanimously

**Topic: Outdoor Café Advertising**

Discussion: Nick Palizzi gave a report on the outdoor café advertising. He passed around different logos being looked at and board members gave their impressions of the logos. He will report back at the next meeting.

**Liaison Reports**

City Council None

Chamber: None

DBMA: None

DDA: None

**Board Member Updates**

None

**Staff Updates**

**Contact Works update** (Lauri French)

Lauri French showed what a filled out Contact Works link to a business looks like in the PSD website. They are ready to go on this. Lauri will send a link to Lisa to send to the merchants so merchants can fill out.

**Michigan Main Street Orientation Webinar – 9:00 a.m. today.**

Lauri reminded PSD board members of the webinar taking place directly after the board meeting this morning.

**Call to the Public**

None

Adjournment at 8:55 a.m.

Motion by: Claudia Roblee

Seconded by: Shawn Pipoly

Motion approved unanimously

Next PSD meeting Wednesday, August 4, 2010.

Respectfully submitted

Claudia Roblee  
Secretary, PSD