

**City of Brighton**  
**Principal Shopping District Board Meeting Agenda**  
**Tuesday, September 23, 2014 – 8:00 a.m.**  
**Special Session**

1. Call to Order/Roll Call
2. *Approval* of September 23, 2014 Agenda
3. Call to the Public
4. New Business
  - a. Review Shine Holiday Lighting proposal with representative from Shine
  - b. Discuss allocation of 4<sup>th</sup> quarter 2014 marketing and promotion expenses including but not limited to:
    - “Buy Nearby”
    - SELCRA “Tridge or Treat” promotion
    - Billboard(s)
    - Pre- and post-holiday shopping ad campaigns
    - Holiday lights
    - Small Business Saturday
    - December 4, 2014 Ladies Night Out
5. Call to the Public
6. Adjournment

**Next regular PSD board meeting – Tuesday, October 7, 2014 – 7:30 a.m.**