

City of Brighton
Principal Shopping District Board Meeting Agenda
Wednesday, November 5, 2014 – 7:30 a.m.
Regular Session

1. Call to Order/Roll Call
2. **Approval** of November 5, 2014 Agenda
3. **Approval** of September 9, 2014 Regular Meeting Minutes
4. **Approval** of September 23, 2014 Special Meeting Minutes
5. **Approval** of October 7, 2014 Regular Meeting Minutes
6. **Approval** of October 2014 PSD Financial Report
7. Call to the Public
8. New Business
 - a. Presentation from Kim Bonam, Cumulus Radio-Ann Arbor (W4 Country)
9. Old Business
 - a. Holiday Lights update (Mark Binkley)
 1. Holiday Lights sponsorships
 - b. Ladies Night Out update (Jen Ling)
 1. Discuss and consider allocation of up to \$300 for Portraits by Alex
 2. Volunteer needed to assist with street photographs
 - c. Continue FY 2014-15 Marketing Expenses discussion
 1. Discuss and decide which voice to use for WHMI holiday ads (3 choices); approve up to \$135 for this service
 2. Consider printing options for new restaurant and shopping brochures
 3. 2015 International Womens Show in Novi
10. Liaison Reports:
 - a. City Council (Shawn Pipoly)
 - b. Chamber of Commerce (Sophia Freni)
 - c. DDA (Matt Modrack)
11. Board Member Updates
12. Staff Updates
13. Call to the Public
14. Adjournment

Next regular PSD board meeting – Tuesday, December 2, 2014 – 7:30 a.m.