

**City of Brighton**  
**Principal Shopping District Board Meeting Agenda**  
**Tuesday, January 3, 2012 – 7:30 a.m.**  
**Regular Session**

1. Call to Order/Roll Call
2. *Approval* of January 3, 2012 Agenda
3. *Approval* of November 1, 2012 Meeting Minutes
4. *Approval* of December 6, 2011 Meeting Minutes
5. *Approval* of December 2011 Financial Report
6. Call to the Public
7. New Business
8. Old Business
  - a. Approve Revised 2012 Meeting Dates (August meeting date change)
  - b. Merchant advisory committee report
  - c. Marketing Subcommittee report
    - 4<sup>th</sup> Quarter 2011 Advertising update
    - 2012 Ad Campaign Discussion (Outdoor Cafes, Retail Stores, etc.)
9. Liaison Reports:
  - a. City Council (Claudia Roblee)
  - b. Chamber of Commerce (Mark Binkley)
  - c. DDA (Shawn Pipoly)
  - d. Millpond Design Plan Subcommittee (Claudia Roblee)
10. Board Member Updates
11. Staff Updates (Matt Modrack)
12. Call to the Public
13. Adjournment

**Next PSD board meeting – Tuesday, February 7, 2012 – 7:30 a.m.**