

**City of Brighton**  
**Principal Shopping District Board Meeting Agenda**  
**Wednesday, May 6, 2015 – 7:30 a.m.**  
**Regular Session**

1. Call to Order/Roll Call
2. Election of Chairperson and Vice-Chairperson
3. ***Approval*** of May 6, 2015 Agenda
4. ***Approval*** of April 7, 2015 Regular Meeting Minutes
5. ***Approval*** of April 2015 PSD Financial Report
6. Call to the Public
7. New Business
  - A. Consider allocation of marketing and promotion funds for Jazz @ The Pond event (Whitney Stone)
  - B. Consider request by Brighton Rotary for approval to put up a 4<sup>th</sup> of July weekend Main Street banner to be provided by the Rotary (Jim Gilmore)
8. Old Business
  - A. International Women's Show feedback – Cathy Dedakis/Annette Jacoby
  - B. May 7 Ladies Night Out update – Jen Ling
    1. Consider approval of up to \$1,440 for Ladies Night Out and Mother's Day ads (WHMI)
  - C. Taste of Brighton event planning update – Thaddeus McGaffey
  - D. Consider approval of digital billboard as proposed at April 7, 2015 PSD meeting (\$4,000 for 4 weeks)
  - E. Discuss construction marketing plan
9. Liaison Reports:
  - A. City Council (Shawn Pipoly)
  - B. Chamber of Commerce (Sophia Freni or Jen Ling)
  - C. DDA (Matt Modrack)
10. Board Member Updates
11. Staff Updates
12. Call to the Public
13. Adjournment

**Next regular PSD board meeting – Tuesday, June 2, 2015 – 7:30 a.m.**