

City of Brighton
Principal Shopping District Board Meeting Agenda
Tuesday, March 6, 2012 – 7:30 a.m.
Regular Session

1. Call to Order/Roll Call – Introduce new PSD Board Member Sheryl Kemmerling
2. *Approval* of March 6, 2012 Agenda
3. *Approval* of December 6, 2011 Meeting Minutes
4. *Approval* of January 3, 2012 Meeting Minutes
5. *Approval* of February 7, 2012 Meeting Minutes
6. *Approval* of February 2012 Financial Report
7. Call to the Public
8. New Business
 - a. Introduction of Michelle Miller, Promotions/Marketing Assistant
 - b. Discuss hiring a PR firm/person on retainer for outside media
 - c. Ad in Livingston County Visitors Bureau publication
 - d. SELCRA agreement with DDA
9. Old Business
 - a. Great Start Livingston Diaper Drive
 - b. Marketing Subcommittee report
 - Valentine’s Day ad campaign
 - Polar Plunge feedback
 - c. PSD Boundaries subcommittee report
10. Liaison Reports:
 - a. City Council (Claudia Roblee)
 - b. Chamber of Commerce (Mark Binkley)
 - c. DDA (Shawn Pipoly)
 - d. Millpond Design Plan Subcommittee (Claudia Roblee)
11. Board Member Updates
12. Staff Updates (Matt Modrack)
13. Call to the Public
14. Adjournment

Next PSD board meeting – Tuesday, April 3, 2012 – 7:30 a.m.