

City of Brighton
Principal Shopping District Board Meeting Agenda
Tuesday, May 6, 2014 – 7:30 a.m.
Regular Session

1. Call to Order/Roll Call – Welcome New Board Members
2. *Approval* of May 6, 2014 Agenda
3. *Approval* of April 1, 2014 Regular Meeting Minutes
4. *Approval* of April 22, 2014 Special Meeting Minutes
5. *Approval* of April 2014 PSD Financial Report
6. Call to the Public
7. New Business
 - a. Presentation from Elliot Lerner, WWJ Newsradio, for Taste of Brighton ad campaign
 - b. Discuss and consider allocating funds for US-23 “Shop. Dine” billboard for summer months
 - c. Consider request by Brighton Community Reunion to feature the event on the PSD website “Event” page
 - d. MDOT presentation on US23/I96 construction – May 7, 7:30 a.m.
8. Old Business
 - a. PSD SAD subcommittee update (Mark Binkley)
 - b. 2014 International Womens Show event feedback (Cathy Dedakis/Alex Cabildo)
 - c. Ladies Night Out event update (Jen Ling)
 - d. 2014 Taste of Brighton event planning (Thaddeus McGaffey)
 - e. Continue discussion regarding businesses located outside the PSD and their involvement with PSD events (sponsorships, what level of participation, etc.)
 - f. Discuss how Luna Tech 3D’s interactive map could integrate with our new PSD website
9. Liaison Reports:
 - a. City Council (Shanda Willis)
 - b. Chamber of Commerce (Sophia Freni)
 - c. DDA (Matt Modrack)
 1. Parking Strategy Subcommittee Informational Meetings feedback, next steps
10. Board Member Updates
11. Staff Updates
 - a. Discuss potential update to Tactical Marketing Plan (Matt Modrack)
12. Call to the Public
13. Adjournment

Next PSD board meeting – Tuesday, June 3, 2014 – 7:30 a.m.