

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

1. Call to Order/Roll Call
2. *Approval* of February 7, 2012 Agenda
3. *Approval* of November 1, 2012 Meeting Minutes
4. *Approval* of December 6, 2011 Meeting Minutes
5. *Approval* of January 3, 2012 Meeting Minutes
6. *Approval* of January 2012 Financial Report
7. Call to the Public
8. New Business
  - a. Approve an allocation of up to \$250 for PSD Promotion for USA Jump Rope Qualifying Trials – February 17-19, 2012 (map and listing for ad in their program)
  - b. Recommendation from Marketing Subcommittee regarding Promotions/Marketing Service Agreement with Chamber of Commerce
  - c. Discuss hiring a PR firm/person on retainer for outside media
  - d. Special Olympics Polar Plunge – February 26, 2012
  - e. Great Start Livingston Diaper Drive – April 2012
  - f. Livingston County Visitors Bureau publication
  - g. Discuss possible candidates for board vacancies
9. Old Business
  - a. Merchant advisory committee report
  - b. Marketing Subcommittee report
  - 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, March 6, 2012 – 7:30 a.m.**