

City of Brighton
Principal Shopping District Board Meeting Agenda
Tuesday, February 1, 2011 – 7:30 a.m.
Regular Session

1. Call to Order/Roll Call
2. *Approval* of February 1, 2011 Agenda
3. *Approval* of January 4, 2011 Meeting Minutes
4. *Approval* of January 2011 Financial Report
5. Call to the Public
6. New Business
7. Old Business
 - a. Merchant advisory committee update
 - Merchant driven promotions (Claudia Roblee)
 - b. Review final walking map and approve for publication on PSD website
 - c. Marketing Subcommittee report
 - Outdoor Café Advertising Budget Discussion
 - 2011 Advertising (Mark Binkley)
 - Review WHMI's Spring 2011 weather sponsorship campaign
 - d. World Café Subcommittee report (Claudia Roblee)
8. Liaison Reports:
 - a. City Council (Claudia Roblee)
 - b. Chamber of Commerce (Mark Binkley)
 - c. Downtown Brighton Merchants Association (Lisa Nelson)
 - d. DDA (Shawn Pipoly)
 - e. Main Street Program Update (Claudia Roblee)
9. Board Member Updates
10. Staff Updates (Matt Modrack)
11. Call to the Public
12. Adjournment

Next PSD board meeting – Tuesday, March 1, 2011 – 7:30 a.m.