

City of Brighton
Principal Shopping District Board Meeting Agenda
Tuesday, March 5, 2013 – 7:30 a.m.
Regular Session

1. Call to Order/Roll Call
2. *Approval* of March 5, 2013 Agenda
3. *Approval* of February 5, 2013 Meeting Minutes
4. *Approval* of February 2013 Financial Report
5. Call to the Public
6. New Business
 - a. Presentation from Richard Schaffer, NovoPrint USA – Chamber map ad
 - b. Receive billboard pricing/availability from Adams Outdoors for “Shop. Dine” billboard
 - c. Marketing concepts – where do we go from here? (“old school” vs. new technology)
 - d. Discuss creation of a group to review holiday light plans and appoint a PSD member to that group
7. Old Business
 - a. 2 Stones’ Wednesday Night Jazz Series event details (Cal & Whitney Stone)
 - b. Ladies Night event planning update (Jen Ling, Mark Binkley)
 - WHMI proposals for Ladies Night and Mother’s Day
 - c. “Taste of Brighton & Summerfest Sidewalk Sales” (Thaddeus McGaffey)
 - d. Brochure targeted to womens events (Nick Palizzi)
 - e. Event “gaps” (Matt Modrack)
 - f. Discuss possible new event banners required (Matt Modrack)
 - g. Continue discussion of 2013 brochure printing and distribution options
8. Liaison Reports:
 - a. City Council (Claudia Roblee)
 - b. Chamber of Commerce
 - c. DDA (Matt Modrack)
 - d. Millpond Design Plan Subcommittee (Claudia Roblee)
9. Board Member Updates
10. Staff Updates
11. Call to the Public
12. Adjournment

Next PSD board meeting – Tuesday, April 2, 2013 – 7:30 a.m.