

**City of Brighton**  
**Principal Shopping District Board Meeting Agenda**  
**Wednesday, August 3, 2011 – 7:30 a.m.**  
**Regular Session**

1. Call to Order/Roll Call
2. *Approval* of August 3, 2011 Agenda
3. *Approval* of July 12, 2011 Meeting Minutes
4. *Approval* of July 2011 Financial Report
5. Call to the Public
6. New Business
  - a. Retail Success Summit Report (Lisa Nelson)
7. Old Business
  - a. Merchant advisory committee update
  - b. Marketing Subcommittee report
    - Outdoor Café Co-Op Advertising (Nick Palizzi/Matt Modrack)
    - 2011 Advertising Budget
    - “Ice Cream Trail” promotion update (Matt Modrack)
  - c. Parking Strategy Subcommittee update (7/27/11 meeting)
  - d. SELCRA Service Agreement subcommittee update
  - e. Banner Program update (Matt Modrack)
8. Liaison Reports:
  - a. City Council (Claudia Roblee)
  - b. Chamber of Commerce (Mark Binkley)
  - c. DDA (Shawn Pipoly)
  - d. Main Street Program Update (Claudia Roblee)
9. Board Member Updates
10. Staff Updates (Matt Modrack)
  - a. Americana Music Festival post-event survey
11. Call to the Public
12. Adjournment

**Next PSD board meeting – Tuesday, September 6, 2011 – 7:30 a.m.**