

**City of Brighton**  
**Principal Shopping District Board Meeting Agenda**  
**Tuesday, May 1, 2012 – 7:30 a.m.**  
**Regular Session**

Welcome new PSD Board Members Peggi Mintz (Tuggle) and Thaddeus McGaffey

1. Call to Order/Roll Call
2. Election of Vice-Chairperson (to replace Shawn Pipoly)
3. *Approval* of May 1, 2012 Agenda
4. *Approval* of April 3, 2012 Meeting Minutes
5. *Approval* of April 2012 Financial Report
6. Call to the Public
7. New Business
  - a. Presentation by Brian Karwowski, Determined Marketing
8. Old Business
  - a. Sunday event update – Matt Modrack
  - b. Event Marketing & Promotion
    - Outdoor Café Promotion (Nick Palizzi, Matt Modrack)
    - Schedule Tapestry discussion at a future PSD meeting
    - Change to payment policy for co-op ads
    - Banner program
  - c. Diaper Drive update – Thaddeus McGaffey
9. Liaison Reports:
  - a. Marketing/Promotions (Michelle Miller)
    - Ladies Night Out (5/3/12)
    - Americana Music Festival & Summerfest Planning (7/13 & 7/14)
  - b. City Council (Claudia Roblee)
  - c. Chamber of Commerce (Michelle Miller)
  - d. DDA (Matt Modrack)
  - e. Millpond Design Plan Subcommittee (Claudia Roblee)
10. Board Member Updates
11. Staff Updates (Matt Modrack)
12. Call to the Public
13. Adjournment

**Next PSD board meeting – Tuesday, June 5, 2012 – 7:30 a.m.**