

**City of Brighton**  
**Principal Shopping District Board Meeting Agenda**  
**Tuesday, December 6, 2011 – 7:30 a.m.**  
**Regular Session**

1. Call to Order/Roll Call
2. *Approval* of December 6, 2011 Agenda
3. *Approval* of November 1, 2011 Meeting Minutes
4. *Approval* of November 2011 Financial Report
5. Call to the Public
6. New Business
  - a. Presentation by Andy Drake, SeeYouThen.com
  - b. Review Farmington Hills' welcome packet and discuss suggestions for similar materials for new businesses in Brighton (Art Des Gravise)
  - c. Approve 2012 Meeting Dates
7. Old Business
  - a. Merchant advisory committee update
  - b. Marketing Subcommittee report
    - 4<sup>th</sup> Quarter 2011 Advertising update
    - Holiday decoration co-op opportunity update
  - c. Status of replacement for IContact email program (Lisa Nelson)
8. Liaison Reports:
  - a. City Council (Claudia Roblee)
  - b. Chamber of Commerce (Mark Binkley)
  - c. DDA (Shawn Pipoly)
  - d. Main Street Program (Claudia Roblee)
9. Board Member Updates
10. Staff Updates (Matt Modrack)
11. Call to the Public
12. Adjournment

**Next PSD board meeting – Tuesday, January 3, 2012 – 7:30 a.m.**