

**City of Brighton**  
**Principal Shopping District Board Meeting Agenda**  
**Tuesday, October 6, 2015 – 7:30 a.m.**  
**Regular Session**

1. Call to Order/Roll Call
2. **Approval** of October 6, 2015 Agenda
3. **Approval** of August 5, 2015 Regular Meeting Minutes
4. **Approval** of September 1, 2015 Regular Meeting Minutes
5. **Approval** of September 2015 PSD Financial Report
6. Call to the Public
7. New Business
  - A. Shine Holiday Lighting – Brett Jasch Presenting
  - B. Christmas Lights Sponsors
  - C. Ladies Night Out
  - D. Consider potential interest in “Walkabout” for PSD web site ([www.WalkaboutApp.com](http://www.WalkaboutApp.com))
8. Old Business
  - A. Discuss proceeding with ZingTrain training
  - B. Discuss Adams Outdoor Holiday Billboard Design
  - C. Discuss draft RFP for marketing proposal and next steps
9. Liaison Reports:
  - A. City Council (Shawn Pipoly)
  - B. Chamber of Commerce (Sophia Freni or Jen Ling)
  - C. DDA (Matt Modrack)
10. Board Member Update
11. Staff Updates
  - A. Discussion regarding Mill Pond Banners (Matt Modrack)
12. Call to the Public
13. Adjournment

**Next regular PSD board meeting – Wednesday, November 4, 2015 – 7:30 a.m.**  
**(Date changed due to Election Day on Tuesday, November 3, 2015)**