

City of Brighton
Principal Shopping District Board Meeting Agenda
Tuesday, February 3, 2015 – 7:30 a.m.
Regular Session

1. Call to Order/Roll Call
2. **Approval** of February 3, 2015 Agenda
3. **Approval** of January 6, 2015 Regular Meeting Minutes
4. **Approval** of January 2015 PSD Financial Report
5. Call to the Public
6. New Business
 - A. Presentation by George Moses – Marketeer Readership Verification Audit
 - B. Consider allocation of funds for 2015 Livingston Visitors Guide Ad
 - C. Discuss and consider approval of WHMI proposal for Valentine’s Day ad, approve script and decide who will do the voice over (WHMI person or Cassidy Reed from Speedy Spots at an estimated cost of \$130)
7. Old Business
 - A. Review preliminary designs for one-page information cards for restaurants and merchants (Nick Palizzi)
 - B. International Women’s Show/Ladies Night Out/Mother’s Day discussion (Mark Binkley’s email dated 1/14/15)
 - C. January Winter Clearance Sale report
8. Liaison Reports:
 - A. City Council (Shawn Pipoly)
 - B. Chamber of Commerce (Sophia Freni)
 - C. DDA (Matt Modrack)
 1. Parking Enforcement Strategy presentation
 2. Recommendations for next steps from DDA Parking Enforcement Strategy Subcommittee
9. Board Member Updates
10. Staff Updates
11. Call to the Public
12. Adjournment

Next regular PSD board meeting – Tuesday, March 3, 2015 – 7:30 a.m.