

City of Brighton
Principal Shopping District Board Meeting Agenda
Tuesday, February 2, 2016 – 7:30 a.m.
Regular Session

1. Call to Order/Roll Call
2. ***Approval*** of February 2, 2016 Agenda
3. ***Approval*** of January 5, 2016 Regular Meeting Minutes
4. ***Approval*** of January 2016 PSD Financial Report
5. Call to the Public
6. New Business
 - A. PSD Subcommittees
 - Marketing
 - Parking Strategy
 - Merchant Advisory Board
 - Holiday Lights
 - B. Taste of Brighton 2016
 - C. Movie Theater Advertising
 - C. Event & Shopping Brochures 2016
7. Old Business
 - A. Walkabout App <http://www.WalkaboutApp.com>
 - B. Discuss draft RFP for marketing proposal and next steps
 - C. 2016 Michigan International Women’s Show - April 28 – May 1, 2016
 - D. Discuss ZingTrain training – April 4, 2016
 - E. Shine Holiday Lighting
 - F. January Winter Sale Update
8. Liaison Reports:
 - A. City Council (Shawn Pipoly)
 - B. Chamber of Commerce (Sophia Freni)
 - C. DDA (Matt Modrack)
9. Board Member Update
10. Staff Updates
11. Call to the Public
12. Adjournment

Next regular PSD board meeting – Tuesday, March 1, 2016 – 7:30 a.m.