

Memorandum



Date: January 6, 2026
To: Downtown Development Authority Board Members
From: Kristen Gundersen, Planning and Community Development Director
Subject: **Michigan Downtown Association Membership**

Background.

The Michigan Downtown Association (MDA) is a membership organization founded toward enabling and helping to promote downtown commercial districts. Members include downtown development agencies, economic development organizations and chamber of commerce's to name a few.

I have worked in a community that was a member of the organization and attended several workshops and conferences and found them very informative, especially at the time there were new rules associated with TIFF's and providing information on the city website. The events are well attended with excellent speakers.

Attached is the membership flyer.

The organization hosts several events throughout the calendar year in different parts of the state. Following are events scheduled for 2026:

March 3, 2026	MDA Advocacy Day – Lansing (10 AM to 3 PM)
March 4, 2026	MDA Spring Workshop – East Lansing (8 AM to 4 PM)
Late Spring (May)	MDA Workshop
Fall (October/November)	MDA Conference

In addition, there is on-line training and support for organizations and members.

The annual membership fee is \$250 with city staff being the primary contact and forwarding information regarding training to the DDA Board.

Recommendation.

If the Board is interested in being a member they should make a motion directing staff to complete the necessary paperwork and submit the annual membership fee. The preliminary budget included money for training.