



The mission of the Lake Orion DDA is to enhance the economic potential and preserve the historical character of the Lake Orion DDA District, *the heart and hub of the Orion Community*, through promotional activities and an organizational structure that focuses on community involvement with local businesses, residents and other stakeholders.

The **Main Street Approach** is a unique economic development strategy that focuses on leveraging existing social, economic, physical and cultural assets to energize community revitalization efforts and help manage success for the long term.

**Promotion:** Creates a positive image of the downtown to instill community pride and encourage commercial activity and investment in the area. Promotions such as advertising, retail and special events, marketing and social media campaigns can be used to communicate the unique characteristics of a downtown to residents and visitors — sparking interest in shopping, dining, living or investing and creating a business in the community.

## Promotions Committee Minutes

February 4, 2025

11 am – 12 pm

Teams Meeting

Committee Members: Chair Sally Medina, Garrett Hoffman, Sandra Wood, Holly Nicosia, Kristin Berry, Anthony Medina  
DDA: Matt Gibb, Ex. Dir./Janet Bloom, Asst. Dir.

### I. Resolution Run and IceFest Recap

- **Resolution Run (Jan. 1):** Janet will follow up with the organizers.
- **IceFest (Feb. 1):**
  - General discussion of IceFest, including the Rotary Ice Golf Cup Challenge. Several attendees shared their experiences.
  - Olivia: IceFest was eventful, bringing in new customers.
  - Sandra: IceFest was a blast and the party of the year.
  - Discussion about the mix of family-friendly and adult-oriented activities, with some suggestions to separate the timing of these more distinctly in future years (e.g., family activities starting later in the day).
  - Discussion about the scavenger hunt, with some suggesting a name change and others noting the success of the QR code aspect. It was noted that many families participated.
  - Suggestion to start family-friendly activities later in the day to avoid overlap with the more adult-focused golf challenge.
  - Discussion of other activities: Smores, Flint Street Alley, signature drink (Anita's Kitchen).
  - The more station was popular with kids.

### II. Upcoming Events

- **Restaurant Week (2/21-3/1):**
  - Working on lining up restaurants, getting photos, and creating packages with Oxford DDA (appetizer, entree, dessert, etc.).
  - Aiming to finalize details this week and get information on the website and social media.
  - Discussion of potential gamification (QR codes, scavenger hunt style) to encourage participation.
- **St. Paddy's Day Pre-Game (3/15):**
  - Working with Oxford DDA. Last year sold almost 2000 tickets.
  - Working on trolley arrangements (currently in maintenance).

- Green t-shirts and Local Hop Disco planned.
- **Easter Egg Hunt (American Legion):**
  - Possibly moving from Children's Park to Blanche Sims due to space constraints. Awaiting final confirmation.
- **Art & Flower Fair (5/17-18) (Orion Art Center):**
  - Holly (Orion Art Center) discussed the event.
  - Mystery Art Stroll suspended for this year; will be a separate fall event. Focus will be on art in businesses during Art & Flower Fair.
  - Planning meeting next week to discuss footprint, hoping to keep the expanded layout from Dragon on the Lake. Family activities will be in Children's Park.
  - Difficulty in attracting additional flower vendors due to competition from other events. Harvest Time (Oxford) and a downriver nursery will be participating.
  - Businesses can apply for a 10x10 spot in front of their stores via ZAP format. Deadline is a couple of months out.
- **Memorial Day Activities (5/26) (Orion Twp. and Village, Am. Legion):** No specific discussion.

### III. MSOC Assessment – Feb. 20

- Full-day activity at Village Hall.
- Agenda being developed and will be shared.
- Opportunity for feedback and suggestions for improvement.

### IV. Volunteer Appreciation Party – Awards

- Event was a success.
- Appreciation expressed to volunteers, including Anthony for "Best Costume."
- Will be an annual event.

### V. Volunteer Engagement

- Looking for ways to increase volunteer engagement.
- Focus on task-based opportunities, especially for events (setup, teardown, booth work).
- Spring cleanup and beautification efforts planned.

### VI. Chamber Downtown events/meetings

- Bagels & Brews (attended that day at Amazing Petals).
- Ribbon cuttings (upcoming one at Messi Designs).
- Downtown Peer to Peer meetings being planned.
- Encouragement for attendees to participate in these events.

### VII. Downtown LDown

- January launch prior to the volunteer appreciation party.
- Next event: Feb. 27 at Bitter Tom's (4-5:30 pm).
- Intended as a conduit for information and discussion of business challenges and resources.
- Previous format had low attendance; recent event had much better turnout. Potential for rotating morning/afternoon times.
- Upcoming meeting will cover event information and discussion of how to help businesses engage with events.

### VIII. Retailer Events

- Galentine's Party (Feb. 7) being organized by retailers like Boutique Chic.
- Discussion of how the DDA can support these efforts (marketing dollars, posters, banners).
- Looking ahead to other retail events like Mother's Day and planning support in advance.
- Examples of successful collaborations (e.g., dessert/coffee flight and flowers).
- Focus on unique experiences.

### IX. Trainings/Resources for Merchants

- **Feb. 10 – Shop OC Main Streets:** Training at Oxford Community Room (9 AM). Includes virtual training and in-person Q&A with Eric Phillips from Main Street Oakland County and Kevin from Roses of Silver Bell, a top seller, sharing tips and tricks.
- **Feb. 24 – Facebook and Google Business training with Brian Birney:** Zoom training (9 AM). Brian is also an Open Thrive trainer. Businesses can access seven free hours of training with a consultant of their choice through Open Thrive (contact Joyce, the local rep).
- **Thrive training for businesses:** Open Thrive offers one-on-one business training on various topics. Businesses can connect with Joyce for more information.