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## DDA ACTION SUMMARY SHEET

**MEETING DATE:** January 20, 2026

**TOPIC** Transformational Strategy - Committee Structure

**BACKGROUND BRIEF:**

The DDA follows the Four Point Approach, the nationally successful program of Main street America as coordinated and supported by Oakland County Main Street. Our committees are built on the four points, with a Board Member serving as the Chair.

In 2025, much of the committee work has been very productive; the creation of “Illuminators”, coordination of events, Lumber Yard activity, Budget task force debate, and more. However, attendance and rosters are often strained, and the work of the committees has been project and reactive based instead of rooted in the mission guiding our Transformational Strategy. With the onset of the newly adopted “Lakeshore Economy” and “Community Building” as our core strategy platform, it is recommended that we review and assess out committees in structure, succession planning and purpose.

Our By-Laws require each Board member to actively participate in the work of the committees, but chairing the committee is not required. So, it is our recommendation that we modify the approach in two substantive ways:

1. Adopt a new structure to accommodate succession planning and leadership development.

Using Economic Vitality as an example. The Committee could move its current chair, Matt Shell, to a purpose specific effort (i.e. the non-profit entities we have created) and maintain his involvement in the committee, not as the chair, but as a member providing a more applicable resource to the work. A new chair can come from the volunteer members, and the committee can set a structure of a chair, vice-chair, and emeritus allowing those positions to have long term succession without long term, non-end date, commitment.

2. Adopt a “Written” statement of purpose for the Committee AND all workplans.

As stated in the four committee schedule notices, what these groups do is essential to finding more volunteer base and building a long term leadership strategy. The Attached work plans make a statement of purpose required.

This matter is presented for discussion, adoption of the 2026 Committee Dates, and referral on the question of structural change.

**FINANCIAL IMPACT:** This is a means of reporting information and gathering performance information as requested by the Board and therefore no financial action is intended at this time.

**RECOMMENDED MOTION:**

Discussion and input of the Board shall be noted.

It would be a good foundational exercise to adopt, either at this meeting, or after referral to committees and the Executive Director for advice, a policy and procedure for the any change to our current practices. This new policy can incorporate term limit and appointment power form the Board chair etc.