

## **DDA Org Committee – offline version JT**

**June 18, 2025**

### **Meeting Notes**

#### **Volunteer Core: The Illuminators**

Aligning with: The Dragon's Light (proposed nonprofit name by the DDA)

#### **Brand Direction**

- Volunteer Group Name:
  - Finalized name: The Illuminators
  - Variations to explore for logo:
    - The Illuminators
    - Lake Orion Illuminators
    - Illuminators
- Brand Positioning:
  - Dovetails with nonprofit name The Dragon's Light
  - Emphasizes light, positivity, and community impact
  - Tagline Idea: "We're here to brighten things up."
- Design:
  - Debra will develop logo options based on the three name variations above.

#### **Inspirational & Uplifting**

- Shining Light, Building Community
- Brightening Downtown, One Act at a Time
- Together, We Light the Way
- The Power of Light. The Strength of Community.
- Where Light Leads, Community Follows

#### **Community-Centered**

- Lighting Up Lake Orion, Together
- Illuminating What Makes Lake Orion Shine
- Hands-On. Hearts Bright.

- Be the Light in Your Downtown
- Building Better, Brighter Blocks

### **Beautification & Positivity Focus**

- Shining a Light on What's Good
- Beautifying the Block. Brightening the Spirit.
- From Litter to Light—We Make It Better
- Creating Clean, Welcoming, Wonderful Spaces
- Where Service Meets Shine

### **Simple & Catchy**

- Bright People. Brighter Town.
- This Is How We Shine.
- Do Good. Shine Bright.
- Make Downtown Dazzle.
- Keep LO Glowing.

### **Group Identity**

#### **Who We Are**

We shine light on everything that is good around here!

The Illuminators are the bright side of Lake Orion's downtown—a passionate group of volunteers dedicated to keeping our town vibrant, welcoming, and full of life. Inspired by the strength and spirit of being the light for downtown Lake Orion, we work together to enhance events, beautify our surroundings, and support local businesses.

#### **Our Mission**

To brighten the community, protect the legacy of downtown Lake Orion, and keep the energy alive through volunteerism and service.

#### **What We Do**

- Event Champions – Assist in organizing and running downtown events like concerts, festivals, and holiday celebrations.
- Community Builders – Support beautification projects, clean-ups, and initiatives that make downtown shine.
- Business Boosters – Help with promotions and activities that drive engagement and economic growth. (Name may be updated to “Local Connectors.”)
- Hospitality Heroes – Welcome visitors and ensure a fun, friendly experience at community gatherings.

#### **Why Join?**

- Be part of a legendary team that makes a real difference
- Connect with neighbors and local businesses
- Earn rewards, recognition, and exclusive Illuminator perks
- Celebrate Lake Orion's "Where Living is a Vacation" lifestyle by giving back!

## How to Get Involved

Joining is easy! Whether you can give an hour or commit regularly, there's a way to help. Sign up today and become a light in Lake Orion's vibrant community. Sign up at [DDA website or link]

## Launch Plan

### 1. Finalize Brand Elements

- Approve name, logo, tagline, and visuals (t-shirts, stickers, signage). Debra: leading logo design

### DECISIONS & ACTIONS ON 7/16/25 MEETING

- Debra presented two logo options, the group decision aligned on #2 – Jen to insert into notes

1)

2)

- Matt to pursue trademark of the logo and LO Pride

Next event to unveil the logo – Dragon on the Lake

Purpose: Create new identity for the group and connect with the cool volunteer team, have them come back to businesses

What to do:

Simplify: Special coupon, participating venues

Volunteer area group: IDEAS

- Get tshirts with logo for volunteers – Debra
- Create logo cups for us – 1,000 cups - Debra
- Create Illuminators logo coupons or money off for businesses and hand them out
  - o Need to courtesy talk to Dragon team – Janet
  - o Make sure we track the coupons to see if people are coming back – How do that?
  - o Send in newsletter, FB and ask them if they want to participate – Janet
  - o Create coupons and order dragon things – Janet
- Alleyway area selfies you all get a prize - Janet
- Walk around crowd and gathering family movie data and telling them about it and ask – get the toys – Janet

- Create interesting signs - maybe later – HOLD
- Decorate alley – Janet and Matt
- Sign up genius for us volunteers to be in the alley at certain times – next meeting or Janet
- Make next meeting earlier – August 6<sup>th</sup> – Janet send that out

- Create branded sign-up form (online & print)
- Develop a simple welcome packet – LATER NOT RIGHT NOW
- Create welcome video: Alaina & Jen to film
- Set up FB page; feature new members on downtown Facebook page
- Logo on volunteer t-shirts

## **2. Identify Volunteer Roles & Structure**

- Break down “What We Do” into specific event-related tasks
- Assign captains for each volunteer team: Event Champions, Community Builders, Business Boosters / Local Connectors, Hospitality Heroes
- Create role descriptions with flexible commitment levels (e.g., One-Time, Monthly, On-Call)

## **3. Plan Soft Launch**

- Complete logo and shirts before welcome video
- Wear shirts at LOLive Music! Wednesday night  
Engage with the crowd—start conversations, gather interest
- Identify 10–15 founding members
- Host Founders Meet-Up: Light refreshments, Swag, Short rally-style presentation
- Ask Founders to: Bring a friend to the public launch, Share involvement on social media with branded hashtags

## **4. Public Launch Campaign**

- Host kickoff event (e.g., “Dragon Day of Service” or “Ignite the Downtown”)
- Include hands-on volunteer tasks and celebration
- Launch digital campaign: Email through DDA & partners, Social media countdown, Volunteer spotlights (“Meet an Illuminator”), Posters/window clings for businesses: “Proudly Supported by an Illuminator”
- Add visual flair: Lanterns for dusk events

## **5. Set Up Ongoing Engagement Systems**

- Add sign-up form with role choices to DDA website
- Use platforms like SignUpGenius or Trello for volunteer task tracking

- Launch a private Facebook group or email newsletter for updates
- Offer perks: Stickers, Early access to events, Discounts at participating local businesses

#### **6. Build Community Recognition Loop**

- Monthly shoutouts (e.g., “Illuminator of the Month”)
- Share action photos—encourage social tags
- Invite Illuminators to DDA board meetings for recognition and feedback
- Annual tradition: Illuminator Appreciation Bash (Live music, awards, community celebration)