



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

**August 5, 2025**

**11 am – 12 pm**

**Teams Meeting**

Committee Members: Chair Sally Medina, Garrett Hoffman, Sandra Wood, Holly Nicosia, Kristin Berry, Anthony Medina, John Mannion, and Sindy Klönke.

DDA: Matt Gibb, Ex. Dir. and Janet Bloom, Assist. Dir.

**Attendees: Sally Medina, Garrett Hoffman, Sandra Wood, Kristin Berry, Anthony Medina, Matt Gibb, and Janet Bloom**

### I. Upcoming Events

- **Late Morning Live Concerts:** Continuing through August. Mostly held at 20 Front Street due to weather. Improved media outreach using updated media list from multiple local partners.
- **Outdoor Movie Night (Teen Night):** August 15 at Children's Park, 6:30–10 PM.
  - Movie: *Wicked*
  - Activities include costume contest, karaoke, and pizza provided by Little Caesars
  - Volunteers needed; sign-up genius to be shared
  - Coordination ongoing with Oxford Professional Theatre for themed activities
- **Dragon on the Lake (Aug 21–24):**
  - Arts & crafts now Saturday–Sunday only
  - Dragon Pub opens Thursday at 5 PM
  - Full music lineup reviewed (Audrey Ray, Louie Lee, SpaceC, Middle Aged Kids, Sunset Boulevard, etc.)
  - Dragon Boat Races: DDA boat participation needed. Actively recruiting paddlers and a drummer
- **Adult Date Night:** Rescheduled to Sept 12, 6–9:30 PM. Locations under consideration include grassy space near Great Lakes Insurance and Avinigo or DIA terrace

- **Outdoor Movie Night (Kids):** Sept 19, 6–9:30 PM at Children’s Park. Craft-heavy and volunteer-intensive
  - **Zombie Walk & Run:** Sept 20
  - **America in Bloom Visit:** Sept 26
    - ~200 participants, staying in Rochester
    - Tours through downtown LO from 5–10 PM
    - Volunteers needed to guide 20-minute walking tours
  - **Michigan Downtown Day:** Exploring sidewalk sales and local music. Business outreach in progress
  - **Here Lies Lake Orion (Oct):** Hosted by Orion Historical Society at Evergreen Cemetery
  - **Halloween Extravaganza:** Costume parade (Oct 30), 5–8 PM. Volunteer support needed
  - **Witches Night:** Oct 24. Event planning and sponsorship opportunities underway
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## II. Volunteer Recruitment

- Volunteer initiative launching at **Dragon on the Lake in Flint Street Alley**
  - New branded volunteer program: inclusive, engaging, and community-centered
  - Shirts and new logo in progress
  - Organization Committee whiteboarding all tasks, skills, and time estimates for subcommittees and one-time tasks
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## III. Economic Development Focus Items

- **New Businesses:**
    - **Thrive Therapy** now in former HeartSpace Play Space location
    - **Adamo Construction/Design** moving into space next to Robotic Rehab
    - **313 Pizza** → **Six Town Hall:** Rooftop now open; plans for additional back patio improvements
  - **Lumber Yard:** Main barn reconstruction nearly complete. Grading started this week
  - **A-Frame Sign Enforcement:**
    - 17 businesses received notices to remove signs or apply for a temporary permit (\$175)
    - Concerns over enforcement process, permit cost, placement restrictions
    - DDA meeting with Police Chief and Council President scheduled
    - Potential for temporary hold and ordinance review
    - Exploring unified design approach for signs as part of downtown branding effort
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## IV. Façade Grant Program

- New fiscal year opened July 1
  - Internal discussion about offering smaller grants to more businesses to maximize visual impact
  - More details and outreach coming soon
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## V. Downtown LOdown Meetings

- Held 4th Monday of each month, 4–5:30 PM
  - Peer-to-peer info sharing + updates from DDA and resource speakers (e.g., SBA, Police Chief)
  - Attendance ranges from 5–14 people
  - Exploring virtual attendance option for better accessibility
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## VI. Website Refresh

- In planning phase for design and user experience improvements
  - Goal: easier navigation, clearer volunteer and program info
  - Plans to revive real estate/rental availability section
  - Seeking photo and property info support from volunteers or stakeholders
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## VII. New Business

- **Business Trainings & Workshops**
    - August 18: Business Taxes workshop in Oxford
    - AI Workshop Part 2 with Oakland Thrive in development
    - September training forthcoming
  - **Genesis Grant:** Opens August 11; DDA available to assist with applications
  - **Property Vacancy Page:** Volunteers needed to help gather photos and contact info for vacant spaces downtown
  - **Meeting Space with Screens/IT (for groups ~30):**
    - Lake Orion United Methodist Church
    - Sick Town Hall
    - Upstairs above Sagebrush (check usability)
    - 20 Front Street
    - School Administration Building
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## VIII. Next Meeting Date

- I. **September 2, 2025**