

EXECUTIVE DIRECTOR REPORT

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I. NEWS AND UPDATES

- a. **MARKETING.** We have enhanced the creation of promotional materials for the Review, Orion Living Magazine and other regular outreach tools. Much of this has been assisted by Ms. Woodrum. Examples are attached.
- b. **LOLIVE Gazebo Series.** The Wednesday evening concert series is growing. We now can boast an average attendance marker right around 400 attendees.
- c. **Movie Night.** The first outdoor movie night
- d. **WEBSITE UPDATES.** You are encouraged to visit our website: www.downtownlakeorion.org. What are some of what we are updating?...

We engaged WebVitality, under our MSOC Tech Grant to complete a full back end review and update recommendation. This will be generated shortly and my office will engage in the continued updating and fix. This is a reminder of last months work which is ongoing:

- i. We are building stronger event notice section on the first page, with a calendar and pop up information that is clickable directly to an event page
 - ii. Adding event graphics, clickable to their detail page.
 - iii. Moving the reporting requirement and FOIA information to its own section and click so it's easier for the public.
 - iv. Building a better lumber yard data base.
 - v. The Moments in Time videos and information is easier to find, and links to the Where Living is a Vacation page made more accessible.
 - vi. **MOST SIGNIFICANTLY.** We are building out a submission area for the community to share stories, photos and videos, as well as, an easy to use form submission to join as a volunteer or an illuminator.
- e. **OFFICE CLEAN UP.** Several repairs have been made to the office and needed organizational boards, storage and utility items have been installed by the Director. We are still working on our storage solution.

- f. **SEASONAL MAINTENANCE.** We are keeping the Downtown bright and vibrant, with lots of compliments on flowers and atmosphere. With that comes additional maintenance; electrical repairs on three poles, re-setting bricks pavers that were kicked loose, fence straightening, and more.

THE FOUR WHEELER BROKE AGAIN. LUCKILY, ROB CAVANAUGH WAS ABLE TO REPAIR AND ITS BACK IN ACTION.

- g. **VILLAGE COUNCIL / STATUS.** This office has been tracking and working to protect the organization from the possible effects of a Village Dissolution. Present understanding is the Couty is objecting to this being placed on the ballot.

I am aware that Councilman Lamb might have been a litigant in a lawsuit, which if so would be a really interesting legal question as to how he would claim authority. Any act by a sitting councilmember that affects the policy or directive of the council as a whole would be interpreted as “acting in his capacity” as a sitting councilmember. This would be cause for removal in other communities. Not sure how the Village would handle that action, if true.

h. MISCELLANEOUS.

- i. Assisting three property owners in possible listing or transactional efforts for their buildings.
- ii. Assisting four potential new businesses on opportunities to join downtown.
- iii. Coordinating awning re-pricing for façade grant improvements that the committee has approved but needs re-quote.

- II. **UPCOMING EVENTS:** We are working to assist the promotion and coordination of the following:

AUGUST 21, 2026 @ 3PM – SICK Racing checkpoint. This event will bring 300+ racers, driving their race cars, through Lake Orion as a check point for the statewide association. We are coordinating ROW closures, volunteers and awareness so our restaurant community takes advantage.

AUGUST 27-30, 2026 – DRAGON ON THE LAKE. We will have two boats this year, Illuminators and DDA Legends.

Outdoor Movie Nights at Children's Park Schedule 2026

APPROXIMATELY 200 ATTENDED. Friday, August 14, 2026 6:30p-10p -Outdoor Movie Night for Teens – **MOVIE** – How to Train Your Dragon (LIVE ACTION) – Teens are welcomed to enjoy a FREE slice of pizza, enjoy treats, a selfie station, FREE popcorn fun activities, and more. **LOCATION** – Children's Park

NEXT EVENTS

- Friday, September 18, 2026 from 6:30p-9:30p – Outdoor Movie Nights for Kids – **MOVIE** – Zootopia 2 – Kid-friendly games, enjoy treats, a selfie station, fun activities, FREE popcorn and more. Movie will be chosen from 3 titles during DRAGON ON THE LAKE in late August. **LOCATION** – Children's Park
- Friday, October 2, 2026 at 6:30p – Movie Night Out for Adults – **MOVIE** – Solo Mio – **LOCATION** – Cookies & Cream Downtown Lake Orion