

LAKE ORION DOWNTOWN DEVELOPMENT AUTHORITY COMMITTEE REPORT

TO: Lake Orion DDA Board of Directors
FROM: Executive Director
DATE: August 18 2026
RE: Renewed Focus on Main Street Committee Growth

As we enter the fall, and return of our summer travelers, staff has placed a renewed emphasis on rebuilding and strengthening our committee structure around the **Main Street Four Points: Design, Organization, Economic Vitality and Promotion.**

The objective is more than increasing attendance at committee meetings. We are working to create committees that provide meaningful opportunities for volunteers, business owners, residents and other stakeholders to participate directly in the work of the DDA; develop new volunteer leaders; and move projects from ideas to implementation.

AUGUST 4 ALL-COMMITTEE MEETING

On August 4, the DDA brought our committees together for an **All-Committee Meeting** designed to reconnect volunteers with the Main Street structure and establish priorities for the coming year. Rather than approaching the Four Points as separate silos, the meeting emphasized how each contributes to a stronger downtown. The discussion identified immediate opportunities within each area:

- **Design:** downtown appearance, seasonal transformations, façade investment, public spaces and historic preservation.
- **Organization:** volunteer recruitment and communication, leadership development, recognition and strengthening the Illuminators.
- **Economic Vitality:** business diversity, economic data, Downtown Dollars, vacancy and business growth.
- **Promotion:** events, downtown marketing and social media, sponsorship development and strengthening the overall image of Downtown Lake Orion.

EARLY RESULTS

The most encouraging result has been what happened **after** the August 4 meeting.

Our first committee meetings have produced **robust participation and a full conference room**, along with substantive discussion and members accepting responsibility for specific projects.

The August 11 Design Committee included eleven committee members and immediately moved into implementation issues. Members began improving the façade grant process, volunteered to serve as individual project “champions,” planned the fall downtown transformation, discussed historic preservation standards and identified volunteer needs that will be coordinated with the Organization Committee and Illuminators.

The August 12 Organization Committee similarly demonstrated the direction we are seeking. Nine committee members participated, with discussion focused on activating the Illuminators, cleaning and strengthening the volunteer contact system, assigning committee members as volunteer “ambassadors,” recruiting volunteers for Dragon on the Lake and fall decorating, and creating additional opportunities for volunteer interaction and recognition.

Importantly, the Organization Committee has also established measurable goals that include onboarding new committee members, maintaining consistent committee attendance, increasing monthly volunteer participation and creating recurring Illuminator engagement opportunities.

WHERE WE ARE HEADED

This renewed committee effort is intended to make the **Main Street Four Points the working structure of our organization**, not simply four headings used for accreditation.

Our goal during the coming year is to grow committee participation; give members defined responsibilities and ownership of projects; create a pathway from volunteer to committee member to committee leadership; strengthen coordination between committees; and develop measurable annual work plans tied to our strategic priorities.

The energy following the August 4 meeting is an encouraging start. **Full committee rooms are important—but the larger measure of success will be turning that participation into new leaders, completed projects and broader community ownership of Downtown Lake Orion.**