



The mission of the Lake Orion DDA is to enhance 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.

Organization: builds the program's foundation by fostering consensus, securing financial/human resources, managing volunteers, and driving partnerships to ensure a sustainable revitalization effort. It handles internal structure, stakeholder engagement, fundraising, and leadership development, ensuring everyone works toward a shared vision.

Organization Committee Minutes

August 12, 2026

10:00 am – 11:00 am

Lake Orion Downtown Development Authority

118 S. Broadway St.

Lake Orion, MI 48362

Committee Members in Attendance: Chair Alaina Campbell, Brian Winter, Jen Todd, Debra Novara, Matt Franca, Les Morrison, Mary Kiester, Paula Bliss, Todd Suspeck. DDA: Tracy Woodrum

I. Dragon on the Lake

- a. Dragon Boat for DDA – Sponsors & signup**
- b. Dragon Boat for Illuminators – Signup (\$60/paddler, 20 paddlers)**
- c. DDA Booth – complete application & volunteers/signup**

Booth is reserved in front of the Flint St Alley. Sign up genius will be created & link distributed for sign up. Sign up genius link with payment options will also be created for the Illuminators Dragon Boat. Any overflow up paddlers can help to fill the DDA boat (1/2 LO, 1/2 Oxford).

Due to DOTL being two weeks away, the chalk art contest will be tabled until next year. The business owners that planned to sponsor the chalk art have the option to put sponsorship funds towards the dragon boat races.

II. Illuminators Contact List

The Illuminators contact list was reviewed for a cleanup and audit. Committee members should access the list and add themselves as ambassadors. The primary focus for volunteer recruitment is the Dragon on the Lake event (boat paddlers, booth staff), with a secondary opportunity identified for fall decorating downtown (Design committee need for volunteers).

Ideas for the next Illuminator Mix & Mingle

Ice Cream social scheduled for Friday, August 28th from 5-7pm (open house style) at Cookies & Cream, next to beer tent.

III. Social Media posting guidelines – Jen

Will be discussed at the September meeting.

IV. Ongoing items

a. **Flat Illuminator**

Follow-ups:

- Review the Illuminators contact list and assign yourself as an ambassador to people you know or will contact. (Owner: **All committee members**, Deadline: Before the next contact push)
- Contact your assigned Illuminators to invite them to volunteer for Dragon on the Lake and attend the social event. (Owner: **All committee members**, Deadline: ASAP)
- Send the link to the Google Doc of contacts to all members. **(Tracy)**
- Confirm DDA Board sponsorship status for the boat(s). **(Matt)**
- Create sign-up genius links for DDA Booth & Dragon Boat paddlers and distribute them to the committee. **(Tracy)**
- Find artist to create dragon wings for selfie station in the Flint St. Alley for DOTL. **(Unassigned)**

V. Next meeting date September 9, 2026, 10 am at Lake Orion DDA office.

Organization Committee Success Measures for 2026:

Created clearly defined goals and workplan

Created new committee member onboarding process

Held January recognition event attended by ___90___ Illuminators

Onboarded 3-5 new committee members

Held 11 monthly committee meetings

Consistent committee meeting attendance – at least 5-6 per meeting

Consistent monthly volunteer participation

Quarterly VIP events, tied to a downtown event, for Illuminators:

Ice Fest, Art & Flower Fair(designated parking/ice cream social), Dragon on the Lake, Oct. event, Lighted parade.

Increase # of participating Illuminators by: _____