



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.

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

June 10, 2026

10 am – 11:00 am

Lake Orion Downtown Development Authority

118 S. Broadway St.

Lake Orion, MI 48362

Committee Members: Chair Alaina Campbell, Bill Kokenos, Brian Winter, Jen Todd, Debra Novara, Matt Franca, Andrea Hodge, Aerial Brennen, and Les Morrison.

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

Attendees: Alaina Campbell, Debra Novara, Jen Todd, Aerial Brennen, Matt Franca, Brian Winter

DDA Attendees: Matt Gibb, Tracy Woodrum

Discussion:

- What is the best tool to house volunteer information and send communications. A google document was created with all contact information of Illuminators volunteers. A column will be added for 'Ambassador' to assign communication to an Org Committee member.
- The Illuminators FB will have volunteers sign up to be an Administrator/Moderator to create content. Guidelines for this contact is to be detailed prior to sending requests for volunteers.
- Tomorrow night, June 11th @6-9pm is an event for the Main Street program. Illuminators and DDA Staff will be in attendance.
- Next Illuminators celebration event, staying with the 'Starry' theme, to coincide with the July 15th concert in the Park (artist: Nathan Grahm)
- Illuminators will begin to sign up as 'event host' each week in the Gazebo Concert series. The idea is to have community members and potential volunteers meet at one of the local restaurants in town prior to the concert & then all walk together to the concert (at a specified time).

- 'Flat Stanley'/'Flat Illuminator with a QR code as a potential item for Volunteer welcome bags and also as a social media #
- Dragon on the Lake:
 - Illuminators will have a boat for dragon boat races.
 - Potential 'Battle for the paddle' for dragon boat races
 - Sponsor several 'chalk art' slots for middle/high schoolers, possibly have the Illuminators logo worked into the piece
- Cookies & Cream will be hosting kids' night every Tuesday in July from 6-9. The theme this year is Young Entrepreneurs. Illuminators will sign up to host a table each week.

Follow-up:

- Add Column 'Ambassador' and the share Illuminators Google volunteers' sheet with Organizational Committee members. (Tracy)
- Add new volunteer contact information to the Google sheet moving forward. (Arielle)
- Matt to contact Debra on Friday (June 12th) to discuss: Starry event (July 15) & Flat Stanley' (Matt)
- Contact Wine Social (patio) for Illuminators event on July 15th. (Matt/Tracy)
- Create flyer for July 15th event: due the week of June 15th. (Debra)
- Create guidelines for Illuminators FB Administrators/Moderators (Org Committee, led by Jen)
- Talk to Christian M. re: potential options for wall on backside of Wine social bldg. & possible façade Grant. (Matt/Alaina)
- Look into viable CRM options to house contact information and send email communications. (Brian/Tracy)

I. Onboarding Illuminators Process

<https://docs.google.com/document/d/17rfe8hZCWcs-PNo-a2jiUPHzipXicv6dUy8NMs8nKEMI/edit?usp=sharing>

II. Illuminator Onboarding Checklist

<https://docs.google.com/document/d/1B2FACNiQpXrQ8NMUMvI0Dwxkpg0Z1QwtVA4JB-1j6vY/edit?usp=sharing>

III. Illuminator Swag in Welcome Bags for Chamber

IV. Plan for LOLive! Summer Concert Series & Dragon on the Lake

Illuminator perks, Alleyway Plan, Dragon Boat Race

V. Next meeting date July 8 at 10 am at Lake Orion DDA office.