



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

June 4, 2026

10 am – 11 am

Lake Orion DDA Office, 118 N. Broadway, Lake Orion, MI 48362

Via Zoom

Committee Members: Chair Lloyd Coe, Garrett Hoffman, Sandra Wood, Holly Nicosia, Kristin Berry, Cindy Klonke, Sally Medina, Anthony Medina, John Mannion, and Annalise Constantino.

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

Attendees: Annalise Constantino and Janet Bloom.

I. Upcoming Events

National Trails Day/Dianne's Ride – Happening Saturday, June 6. DDA will set up a DDA info booth, Lumber Yard information and merchandise booth, and kids spin to win. DDA hours are 10am – 2 pm. Dianne's Ride starts earlier with 4 ride lengths (9, 44, 81 miles). We will encourage attendees to walk/run/bike the trails. Need to update trail maps and post.

Mother's Day REDO – 6/14-6/20 – Texted Maria at Orion Township to create a shareable Facebook event page. DDA is doing 2 M-24 banners, 4 a-frames between downtown and in Orion Twp., our closer media contacts, and an ad in Lake Orion Review. Businesses are encouraged to reach out to DDA or Orion Twp. to share their plans they Orion Twp. can promote.

America 250 – Lloyd submitted ideas to Matt – would need more time to implement. It was mentioned at last Downtown LOdown were merchants doing sidewalk sales or do a Porch Party musical event.

LOLive! Summer Concerts – still finalizing sponsors. Wednesdays in July and August (6:30-8 pm). Rain location in 20 Front St. Working on cool VIP and Illuminators seating and perks.

Dragon Boat for DDA – Dragon on the Lake – Aug. 30 need paddlers

Witches Night – Annalise would like to consider closing Front Street from Broadway to Rise Lounge. It has been done for other events so the precedent would help with special event approval. Need to get on plan for that event right now.

II. Val-Pak

Lloyd wanted to have the DDA look into Val-Pak for advertising. Need to get distribution/coverage and pricing.

III. Next Promotions Committee Meeting July 2, 2026, 10 am at DDA Office