

EXECUTIVE DIRECTOR REPORT

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I. NEWS AND UPDATES

- a. **STORAGE LEASE.** We have elected to terminate the lease with SpareBox Storage. The unit was terminated and emptied. The former office of the Assistant Director has been converted into a work room for DDA event support, sings, filing, etc.

Two years ago the Village needed to reclaim space in the village hall. The DDA was using the space as auxiliary storage for larger DDA items (Christmas décor, event inflatables, etc). When this was no longer available Ms. Bloom was able to secure a storage unit as a sponsor- in kind donation to the Downtown. After a few months this converted to a paid storage unit, and we were recently advised the monthly cost was again going up, this time to \$380/mth.

As we had secured storage units for the eventual lumber yard operations, we cleaned those units, and have moved a substantial portion of needed equipment and things required to operate to the lumber yard containers.

- b. **AMERICA 250.** We provided decoration downtown to celebrate independence and America 250, including the gazebo.

We participated in the Reading of the Declaration program. Hundreds/Thousands of communities across the USA held a reading of the Declaration of Independence at 6pm on July 8th (the actual date of the first reading in 1776). We were blessed to have high school thespian Rowan Dantzler in costume (provided by Ed's Broadway Gifts) who preformed a robust and very accurate portrayal of the reading. Our Director provided historical insight and anecdotes of the event from 1776.

- c. **LOLIVE Gazebo Series.** The Wednesday evening concert series has kicked off, and two great shows have been held with attendance averaging about 150 concertgoers. We braved the heat on July 15th.

- d. **WEBSITE UPDATES.** You are encouraged to visit our website: www.downtownlakeorion.org. What are some of what we are updating?...

- 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 EQUIPMENT.** Several repairs have been made to the office and needed organizational boards, storage and utility items have been installed by the Director.
- f. **ADVERTISING.** The Director created several ads for print and e-commerce supporting the America 250 Review issues and promoting the LOLive Gazebo Series. A-Frame announcements of the Declaration Reading and the Summer concert Series were created and installed.
- g. **NEW ORDINANCE DRAFTING.** The Director has coordinated and participated in the drafting of a proposed new ordinance governing Sandwich Board / A-Frame signs in the Downtown. This was presented to the business community for input at the LODown meeting and comment gathered and populated. A sample application form as emulated from Ferndale, Michigan's successful idea, and the packet will be transmitted to the Chief of Police/code enforcement with a request of the council to consider in August.
- h. **YEAR END FINANCIALS.** All year end invoicing and requisitions are done and submitted, closing our financials for 25-26. The new budget has been adopted by the Clerk and appropriated. WE WILL NEED BUDGET ADJUSTMENTS FORE THE LUMBER YARD WHEN THE PUD SITE PLAN IS APPROVED (the Director is waiting on that process)
- i. **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.
- j. **VILLAGE COUNCIL / STATUS.** We once again faced a Motion by Councilman Lamb, supported by his Wife, to shrink the DDA boundary. This failed, but only due to the absence of a full council.

- k. **VILLAGE DIS-INCORPORATION.** Signatures have been certified to place the question on the ballot as to whether the Village Charter should be dissolved. This will go to Council at its next meeting (by statute) and they will decide either to concede the question and form a committee to create a dissolution plan, or they will simply place the matter on the ballot. My guess is they will leave that to the voters.

THIS HAS A SIGNIFICANT IMPACT ON THE DDA. A REPORT IS SUBMITTED UNDER SEPARATE AGENDA ITEM.

I. 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.
- iv. **Invoicing.** We drew in \$12,500 in sponsorship for the LOLive Concert Series. We earned a \$10,000 technical assistance grant from MSOC. We won the ShopOC event and earned \$1000.

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

JULY 27, 2026 @ 4PM – Downtown LODown. This time at Waterside Social

AUGUST 4, 2026 @ 6PM – Lake Orion Main Street ALL COMMITTEE MEETING. This time at Lake Orion United Methodist

AUGUST 14, 2026 @ 6:30PM – Teen Movie Night in Children's Park.

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.