



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

February 11, 2026

10 am – 11:15 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, and Les Morrison.
DDA: Matt Gibb, Ex. Dir. and Janet Bloom, Assist. Dir.

Attendees: Chair Alaina Campbell, Debra Novara, Les Morrison, Jen Todd, and Janet Bloom.

I. 2026 Monthly Meeting Dates/Times

2nd Wednesday at 10am (Nov. moved to Nov. 17 due to holiday).

Calendar invite sent by Janet – please accept to populate 2026 calendar.

Staff responsible for meeting minutes. Jan. 14 meeting was to attend accreditation. Minutes to be created for 1/19/26 meeting. Chair will have standing meeting one week prior to committee meeting to development agenda with DDA staff to then send out to committee along with minutes from previous meeting.

II. Review Committee Mission, Roles & Responsibilities

A. Committee Mission

- i. Communication with Village Council & municipal partners
- ii. Quarterly reporting and accountability systems
- iii. Roles and workflow clarification
- iv. Alignment with Main Streets standards
- v. Feedback and communication of improvement tools
- vi. Leadership and development of The Illuminators volunteer corps

B. Committee Chair Responsibilities

- i. Recruit and retain committee members, maintaining an ideal committee size of 10-12 members.
- ii. Ensure alignment with the committee's mission and prevent mission drift.
- iii. Motivate, engage, and recognize committee members for their contributions
- iv. Onboard new committee members with clear expectations, roles, and resources

C. Committee Member Responsibilities

- i. Attend monthly meetings
- ii. Participate in Illuminator events
- iii. Act as Ambassadors for downtown

D. DDA Staff Responsibilities

- i. Create meeting agenda in coordination with the Committee Chair
- ii. Take and document meeting minutes
- iii. Distribute meeting agendas, minutes, and meeting reminders to committee members

III. Define 2026 Committee Goals

Task is to finish "The Illuminators 2026 Roadmap".

March – Highlight volunteer contributions publicly. Recognize Illuminators through activities like Illuminator Parking for parades; Flower Fair – coupon for flower redemption. Tie in with each event.

Sneak peek – to see lumberyard (Illuminators) – maybe a few times over the year.

Develop plan to talk to potential volunteers/ committee members – call/email immediately after.

Debra – create evergreen boards as table top for March 26 Main Street Open House event.

Rise Lounge – have a section for Illuminators upstairs, time – afternoon; Trails Day – offer up a private tour on grounds, if able. 10am – 2 pm National Trails Day. LOLive – Illuminator shirts, coupons.

IV. 2026 Events Calendar

Send out 2026 calendar to committee.

V. For next meeting:

- A. Define champion for each event
- B. Define Illuminators perks per event
- C. When events created on facebook – let everyone know. Please share through your personal and business accounts to spread the word.

VI. 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:_____

VII. Next meeting date is ~~March 11, 2026~~ at 10 am at Lake Orion DDA office. New date is March 4 at 10am.