



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

February 5, 2026

10 am – 11 am

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

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

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

Attendees: Lloyd Coe (call in), Holly Nicosia (call in), Sindy Klonke (call in), Garrett Hoffman (call in), Annalise Constantino, Matt Gibb, and Janet Bloom.

I. Promotions 2026 Annual Event Survey

Five surveys were received from Promotions Committee. If you haven't submitted, you can still complete and forward to office.

Results will be tabulated and sent out to the committee for further review and discussion.

Survey also included Decision Tree on Selecting New Events and Designing Your Event Calendar.

II. Non-DDA Events

Use event request form. Baseline support structure: co-host on Facebook and email out to merchants about event and how to get involved.

It was suggested that DDA keep booths onsite for positive DDA branding. It was suggested it could grow for Dragon on the Lake that the Illuminators run the kids area. It was also suggested to create a committee lead for big events.

III. DDA Events

Lloyd suggested that for Shop Small a person at each corner at Flint and Broadway passing out info.

Sing & Stroll didn't have registers ringing. Need to determine purpose of the event.

Look at researching other communities – murder mystery, International Women's Day, Sip & Strolls or Sip & Shop.

IV. Promotions Committee

An effort needs to be made to include a restaurant representative or two on this committee. There also needs to be an additional representative from m24 corridor.