



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

January 19, 2026

9:00 am – 10am

ZOOM meeting

Committee Members: Chair Alaina Campbell, Jen Todd, Les Morrison, Debra Novara, Brian Winter, and Bill Kokenos.

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

Attendees: Alaina Campbell, Jen Todd, Debra Novara, Matt Gibb, and Janet Bloom.

I. Preparation for Light Up Lake Orion Volunteer Awards

Debra and Les passed out flyers advertising the event. Debra noted only about 5 were put in windows.

Post the event on the Illuminators Socials, email to Sign Up Genius volunteers, and email out to Illuminators list. Also utilize e-newsletter to businesses. Send emails to those in community who have supported that may not be on our lists. Send out to board and committee members.

DRESS: Illuminators gear night.

Matt working on awards, plaques for awards. Includes a hammer and paddle like last year for awards.

Capture Information: set up at entrance to check in guests. Capture email/phone. Use computers. Tell them why we are capturing their information – to send future events and volunteer opportunities.

Information to have onsite: Ice Fest information, volunteer sign up for Ice Fest. Janet – create Sign Up Genius and QR code – create signage for onsite. Main Street information on four points. Tattoo station for younger kids, sell Lumberyard hats. Bring t-shirts to pass out.

At venue: check microphone system, decide on décor (balloon arch-room?), selfie/photo station.

Matt – have Zeke speak on service hours/participating

PowerPoint: recognize last year's winners. Show this year's winners. Have a scrolling collection of photos of volunteers across all months of 2025.

If able, come early to help with setup.

II. Illuminators Socials

Need to build up the private page and the public page for the Illuminators. Work with Brian Winter and committee on boosting engagement, content, and follows.