



## **MINUTES**

### **PUBLIC INFORMATION SESSION AS PER PA-57 of 2018 FOR THE LAKE ORION DOWNTOWN DEVELOPMENT AUTHORITY**

**Tuesday, December 17, 2024**

**6 pm – 6:30 pm**

**Lake Orion Village Hall Council Chambers**

**21 East Church Street**

**LAKE ORION, MI 48362**

**(248) 693-8391 ext. 102**

Minutes of the Lake Orion Downtown Development Authority Public Information Session per PA-57 of 2018 held Tuesday, December 17, 2024 at the Lake Orion Village Hall Council Chambers located at 21 East Church Street, Lake Orion, MI 48362.

On Tuesday, December 17, 2024, the Lake Orion Downtown Development Authority held an Informational Meeting as required by PA-57 of 2018. It is to cover the activities and programs held over the course of the year.

Executive Director Matt Gibb shared updates for the year 2024. The updates were:

- 1) Lumberyard updates
- 2) Economic Growth: Public Investment of \$108,200.00, Private Investment of \$1,915,370.00. New jobs: 29 Full-Time and 32 Part-Time.
- 3) Statistics/Data: Brand Marketing \$48,118.83, Promotion \$46,172.13, Sponsorships \$26,476.22; Volunteer Hours: 542, New Businesses: 6, New Jobs: 61, New Residential: 240+, Rehabilitations: 4.
- 4) Growing Communication: E-newsletter: 26 newsletters in 2024, added over 200 new e-newsletter recipients. Open Rate: 24% (above industry standard), Click Through Rate: 1%. Social Media Followers: Facebook: 10,444, Instagram: 4,068, and X: 1,563.
- 5) Events: 23 events in 2024 – either hosted or participated in by the DDA
- 6) Capital Projects: Lumber Yard at Paint Creek: deconstruction, environmental, survey/site work, historic preservation, and additional property acquisition. Maintenance: fencing repairs, electrical updates/fixes, park/gazebo updating, light pole replacements, and landscape updating.
- 7) Historic Preservation: 2024: enhanced and grew Here Lies Cemetery Tours with Orion Historical

Society; updated historic wayfinding; started restoration of Lumber Yard office. 2025: adding dates for historic storytelling; reconstructing the Barn at the Lumber Yard; activating second floor space through history of building uses.

8) Awards and Honors in 2024: Main Street Oakland County: Award for Resiliency; Main Street USA National Accreditation (17<sup>th</sup>); Michigan Downtown Association: Advocacy for Strong Michigan Downtowns; Grant - Lumber Yard from Placemaking and Public Spaces (MSOC) for \$595,000.

9) Listing of over 30 vendors contracted with the DDA in 2024

10) Looking Ahead to 2025: Enhancing the Façade Grant program; Site Development Planning at the Lumber Yard; Streetscape Electrical, Refuse Infrastructure (partnered), and Communication Tools.

Attendees: Executive Director Matthew Gibb and Assistant Director Janet Bloom plus:

Attendee Name	Organization	Title	Status	Arrived
Debbie Burgess	Village of Lake Orion	Chairperson	Present	
Sam Caruso	Village of Lake Orion	Vice Chairperson	Present	
Matt Shell	Village of Lake Orion	Treasurer	Absent	
Henry Lorant	Village of Lake Orion	Secretary	Present	
Chris Barnett	Village of Lake Orion	Board Member	Present	
Alaina Campbell	Village of Lake Orion	Board Member	Present	
Lloyd Coe	Village of Lake Orion	Board Member	Present	
Sally Medina	Village of Lake Orion	Board Member	Present	
Teresa Rutt	Village of Lake Orion	Council President	Present	

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Debbie Burgess, Chairperson

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Janet Bloom  
Recording Secretary

Date approved: January 21, 2025