



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 consensus and partnerships between the many vested stakeholders throughout a downtown to create a volunteer base in which everyone is working toward the same goal. A governing board of directors and standing committees make up the fundamental organizational structure of volunteer-driven revitalization programs. Volunteers are coordinated and supported by a paid program director. This structure not only divides the workload and clearly delineates responsibilities, but also builds consensus and cooperation among the various stakeholders for ongoing management.

From Director's Report: The Organization Committee works to communicate the vision, philosophy, and activities of the Main Street organization to the community through membership and partnership development and a communications program.

Organization Committee Minutes

March 20, 2024

11:30 am – 12:30 pm

Teams Meeting

Committee Members: Chair Alaina Campbell, Bill Kokenos, Brian Winter, and Jenn Zielinski

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

Attendees: Chair Alaina Campbell, Bill Kokenos, Matt Gibb, and Janet Bloom.

I. 2024 Projects/Tasks Discussion

Committee members have asked to concentrate on the following:

- Create Organization Committee Workplan to establish tasks/goals
- Further define the work Organization Committee should do
- Note: Hudson Collective contract ending April 1, 2024.
- Review overall marketing and communications plan.
- Find ways to get more engagement/members on DDA committees
- Add links for agenda and minutes to DDA website (make it easy to find)
- Develop final, consistent process for board packets.
- Consistent communication – newsletters, social media

- Add calendar to website and newsletter – easy to read and follow.
- Create/Include for upcoming board packets:
 - Monthly Social Media report
 - All Committee Minutes
 - One page summary of all committee activity
- Train businesses on marketing and other business resources.