



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

**April 2, 2024**

**11 am – 12 pm**

**Teams Meeting**

Committee Members: Chair Sally Medina, Garrett Hoffman, Sandra Wood, Holly Nicosia.

DDA: Janet Bloom, Assist. Ex. Dir.

**Attendees:** Chair Sally Medina, Garret Hoffman, Sandra Wood, Holly Nicosia, and Janet Bloom

### I. Upcoming Events

**Shopping Passport – ended March 31 – need to check in with businesses on event performance.**

**Letterboxing has launched – April 1 – April 30 – 2024** Participants are Green Hippo Gifts, Roses of Silverbell, Twice Blessed, Boutique Chic, Lucky's Natural Foods, Hanson's, Cookies & Cream, Ed's, Broadway Embroidery, and Heritage Spinning & Weaving. The DDA placed four additional letterboxes at Orion Art Center, Fork & Pint, by Wine Social, and in Flint St. Alley. A big thank you goes to Theresa Rutt for hand carving eight new stamps this year.

### II. Art & Flower Fair – May 17-19 (Mystery Art Stroll/Taste of the Town)

Holly stated that they are still looking for artists and flower vendors. More details will be made available and sent to downtown businesses once street closures confirmed. More participants needed for the Mystery Art Stroll.

### III. 2024 Event Review – calendar review

### IV. StrongerTogether Update

Oxford on board to update. We need to come up with ideas to present.

### V. Promote Developments

Moceri and other developments/show progress

This is an item to add to our marketing and communications plans for economic development.

**VI. One pager – all committees**

Share in board packet and all committee meetings

**VII. Meetings**

Power Hour – on hold currently.

All Committee meeting – provide available date and times – we are working to pull together soon.

HOA – update – Sally did connect Janet to HOA representative. She will need to set up meeting to discuss this plan.