



27400 Southfield Rd  
Lathrup Village, MI 48076  
(248) 557 - 2600  
[www.lathrupvillage.org](http://www.lathrupvillage.org)

Downtown Development Authority  
Promotions Committee  
Thursday, September 16, 2021  
Minutes

**1. Call to Order at 9:03 a.m.**

- a. **Present:** Cori Dahl (DDA Manager), Mark Reitenga, Dan Sugg, Susie Stec (DDA Director), Sheryl Mitchell Theriot
- b. **Absent:** Pamela Perkins

**2. Old Business**

- a. **Event Updates**—The DDA has several upcoming events in the fall including a Clean Up, Business Workshops, Bikes & BBQ, and holiday events.

**3. New Business**

- a. **Bingo Replacement**—The group discussed a replacement for Business Bingo for Shop Small Saturday. The DDA now has a business directory map. A QR code will be created to direct shoppers to the business directory that shoppers can use to visit businesses and enter a raffle.
- b. **Shop Small Swag**—Oakland County: Oakland County is providing items for Shop Small Saturday and the group decided the best items for the event would be banners, yard signs, shopping bags, and photo booth items.
- c. **Other items of discussion:** Stec asked for feedback on how to set up the sponsorship opportunities and the group decided to go with sponsorships that are specific to events. Reitenga suggested the DDA looks into loyalty bucks that shoppers can use at Lathrup Village businesses.

**4. Public Comment—none.**

**5. Adjourn at 9:46 a.m.**