



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

## MEMORANDUM

To: LVDDA Board of Directors  
From: Austin Colson, CED/DDA Director  
Date: December 20, 2024  
RE: Department/Director Report

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In an effort to provide consistent updates to the DDA Board of Directors, City Administrator, and City Council the following monthly report is submitted for your review.

### Upcoming DDA Events

- Main Street Oakland County: Board of Directors Training: January 8<sup>th</sup>, 5:30-8:30pm (Location: Pontiac)
- Business Training: Art of Giving Great Service: February 4<sup>th</sup>, 9am-1pm (Location: Oak Park)
- Succession Planning Training: April (Location: Lathrup Village)
- Business Resources Training: May (Location: Oak Park)
- Morning Business Mixer: July (Location: Southfield)

### Past DDA Events

- Family Winter Fest: December 6<sup>th</sup>, 6-8:00pm (Location: City Hall)
- Holiday Business Mixer: December 4<sup>th</sup>, 4 - 6:00pm (Location: Oak Park)
- Light Up Michigan First: November 25<sup>th</sup>, 5:30-8:00pm (Location: Lathrup Village)
- Southfield and Lathrup Village Veterans Day Ceremony: November 8<sup>th</sup>, 11am (Location: Southfield)
- MSOC AI for Small Businesses Workshop: October 22<sup>nd</sup>, 8:30am - 11:00am (Location: Waterford)
- Oakland County Community Showcase: October 18<sup>th</sup>, 7:30 - 10:00am (Location: Novi)



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### **Business/Property Updates**

- 27601 Southfield Road (Rita's Ice) – Installation of awning.
- 27800 Southfield Road – Roof replacement.

### **Infrastructure**

- The installation of additional power supply for the three High-Intensity Activated Crosswalk (HAWK) signals is ongoing.

### **Miscellaneous**

- The inaugural Lathrup Village Winter Festival was a success, drawing approximately 75 attendees and fostering a sense of community and seasonal celebration.
- The Main Street Oakland County Board of Directors Training, held on January 8, 2025, from 5:30 PM to 8:30 PM in Pontiac, aims to build strong, effective, and sustainable DDA and Downtown Boards. Participants will learn about downtown management, board roles and responsibilities, governance, and best practices for organizational success. This training is designed for DDA/Main Street board members, local officials, and staff to enhance their effectiveness and support thriving downtowns.
- Organizing and planning for the 3<sup>rd</sup> Annual Lathrup Village Music festival has commenced for the September 13, 2025, event.
  - In case of rain the make-up date will be September 14, 2025.