



Promotions Committee Minutes

Thursday, November 16, 2023 at 9:00 AM
27400 Southfield Road, Lathrup Village, Michigan 48076
Virtual Meeting

1. Call to Order 9:05 p.m.

Attendees: Pam Perkins, Mark Reitenga, Daniel Sugg

Absent: Kelly Garrett

Staff: Brittany Dorsey, Susie Stec

2. Old Business

A. Informational Meeting

The Informational Meeting was held on Nov. 1, 2023. The DDA Director presented the DDA goals, completed projects, and upcoming initiatives. There were approximately 2 dozen attendees.

B. The Event House

DDA Director shared that The Event House is open. Ribbon cutting was done in partnership with the Southfield Area Chamber of Commerce.

3. New Business

A. Tri – City Mixer

LVDDA has partnered with the City of Oak Park and Southfield, and will host a Tri-City Holiday Mixer at 14661 W. 11 Mile Rd. on Nov. 16, 2023. This is the final event of the year as part of the partnership with these communities.

B. 44 Burrito Ribbon Cutting

New restaurant, 44 Burrito, is planning a ribbon cutting on December 1st. More information to follow.

C. Shop Small Saturday Sweepstakes

Staff updated committee on the Oakland County Shop Small Sweepstakes and what LVDDA is doing to promote the contest and our businesses. The committee also discussed additional ways to promote the businesses for Shop Small Saturday. The DDA will post an ad with C&G News with approval from MSOC.

D. DDA eNewsletter

Committee confirmed DDA eNewsletter will go out on Monday's bi-weekly.

E. Social Media

Agreed to have a bigger social media presence as a committee by posting and sharing more content.

F. Other Items

None

4. Adjourn at 10 am