



27400 Southfield Rd
Lathrup Village, MI 48076
(248) 557 - 2600
www.lathrupvillage.org

MEMORANDUM

To: LVDDA Board of Directors
From: Austin Colson, CED/DDA Director
Date: October 18, 2024
RE: Department/Director Report

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

- MSOC AI for Small Businesses Workshop: October 22nd, 8:30am – 11:00am (Location: Waterford)
- Southfield and Lathrup Village Veterans Day Ceremony: November 8th, 11am (Location: Southfield)
- Light Up Michigan First: November 25th, 5:30-8:00pm (Location: Lathrup Village)
- Holiday Business Mixer: December 4th, 4 – 6:00pm (Location: Oak Park)
- Winter Family Night: December 6th, 6-8:00pm (Location: City Hall)
- Business Training - Art of Giving Great Service: February 4th, 9am – 1pm (Location: Oak Park)

Past DDA Events

- Morning Business Mixer: May 14th, 8 -10:00am (Location: Southfield)
- Plant Swap: May 18th, LV Pavilion
- Southfield Road Corridor Clean-up: June 8th
- Juneteenth Celebration: Unity in the Community, June 14th/15th Social Media/Marketing
- Lathrup Village Music Festival: August 10th, Noon-11:00am (Location: Lathrup Village)
- Summer in the Village – Back to School Rally: August 16th, 6 – 8:00pm (Location: Lathrup Village)
- Main Street Oakland County Workshop – Search Engine Optimization: September 24th (Location: Waterford)
- Business Beautification Workshop: September 25th, 5 – 7:00pm (Location: Oak Park)
- Oakland County Board of Directors Training: October 3rd, 6 – 8:00pm (Location: Waterford)
- Oakland County Community Showcase: October 18th, 7:30 – 10:00am (Location: Novi)



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Business/Property Updates

- 26600 Southfield Road (Holbrook Auto) – Interior buildout auto parts store.
- 26780 Southfield Road – Installation of new roof.
- 27000 Southfield Road – Parking lot resurfacing.
- 27651 Southfield Road – Installation of new wall sign.

Infrastructure

- None

Miscellaneous

- Flowers and shrubs ordered from Steinkopf Nursery were installed around the entrances of city hall on September 21st by volunteers.
- Twelve trees from Wildtype Nursery were installed on October 1st and 2nd in Annie Lathrup Park and City Hall grounds.
- Introduced the qualities of living, working, and investing in Lathrup Village at Oakland County Community Showcase.
- The Southfield Veterans Commission is planning to honor any resident of Southfield or Lathrup Village who has served in any branch of the United States Armed Forces during their Veterans Day Ceremony on November 8th at 11:00am. Any veteran who would like to be recognized at the ceremony is requested to email communityrelations@cityofsouthfield.com with their name, branch of service, rank and any other service details or accolades that they would like included. All veteran tribute recognitions received by Monday, November 4, 2024, will be included during the program.