

Downtown Development Authority of City of Madison Heights

Memorandum

Date: April 1, 2026
To: Downtown Development Authority Board Members
From: Giles Tucker, Community Development Director
Subject: MHDDA Board Member Candidates

As we undergo the strategic planning process the DDA board will establish measurable goals for the DDA in the next five years (5). To achieve these goals the DDA board will also develop the tasks (projects, activities, events and programs) to be completed to achieve these goals. These tasks will be tackled together, but the committees will serve as the place where the board and volunteers work on these tasks in between regular meetings. Being assigned to a committee does not mean that you cannot collaborate with or attend other committee meetings, in fact all the “points” of the Main Street approach work better when they are working together. It is only intended to ensure that each committee has enough members to keep projects moving. Here is a brief overview of the Committees:

Design

The design committee works to enhance the physical and visual assets of the district that set it apart. The committee would be involved with something as big as the streetscape project, but also smaller projects that have a meaningful impact on the district such as wayfinding systems, signage, pocket parks, murals and other public art as well as amenities that promote accessible people centered public spaces.

Economic Vitality

The Economic Vitality Committee is the business brain of the main street program. This group focuses on how to make the district profitable and sustainable. They develop a property/business inventory, work with Main Street Oakland County to what people spend money on and what businesses are missing downtown. They serve as unofficial matchmakers for property owners with empty storefronts seeking tenants, and work to identify how grant programs can support local businesses.

Promotions

The promotions committee is much more than a “party planning” committee. While event planning is certainly in its wheelhouse, the marketing & promotions committee has the very important task of defining the downtowns assets and communicating the things that make it special through storytelling in all forms of media, promotional programs and events that create opportunities and experiences for residents to buy local.

Over the past few months, we have welcomed new members to the DDA board and soon the DDA will be selecting a consultant to kick off the Strategic Plan process. Now is a great time to reestablish our committees. Here is our current roster including past committee assignments:

- Joe Keys Past Committee: Design & Physical Improvements
- Giuseppe Marando Past Committee: Design & Physical Improvements
- Melissa Marsh Past Committee: Design & Physical Improvements
- Mike Van Buren Past Committee: Economic Vitality
- Yousif Jarbo Past Committee: Economic Vitality
- Marija Ujkic Past Committee: Promotions
- Lenea Renshaw Past Committee: Promotions
- Michael Sheppard Past Committee: Promotions
- Lourdes Osorio-Lorenz
- Mitch Socia
- David Eldridge
- Corey Haines

Recommendation

It is recommended that each board member be assigned to a committee and that each committee set a meeting date to discuss projects and activities.