

Downtown Development Authority of City of Madison Heights

Memorandum

Date: May 8, 2026
To: MHDDA Board
From: Giles Tucker, Community Development Director
Subject: Strategic Plan Update- Stakeholder Survey & Setting Strategic Planning Dates

On April 30th I met with Cristina from Pow Strategies to kick off the DDA Strategic Planning process. I provided her with all the necessary background information to begin her background research, and we discussed target dates for key steps towards the completion of this project by the end of the summer.

Board/Key Stakeholders Survey- Coming Very Soon!

To anonymously gather the individual thoughts and ideas of the DDA, City Council, Planning Commission and other key stakeholders Pow Strategies will be sending an online survey well before our in person planning sessions scheduled for later this summer. Please be sure to complete this when it comes to you, it will help shape the priorities of the DDA for next 1-3 years!

Community Assessment- Focus Groups & Downtown Tour

In addition to visiting and touring the downtown area, Pow Strategies want to gather meaningful feedback for businesses owners and other key stakeholders OUTSIDE of the DDA board and City Hall. If you know business owners, DDA area residents or other stakeholders are important to the future of the downtown that

DDA Board Needs to Set Date for 5-hour Planning Session

The most important component of the Strategic Plan is the Planning Session. This is where all the information we've gathered throughout the summer is used to help us develop a vision, mission and core values of the DDA and begin prioritizing goals to reach towards that vision and the milestones we need to reach to achieve them. This session will take around 5-hours, I am hoping that we can find a date and time for the week of July 20th that works for everyone so I can find a venue. I suggest it be a morning to midday meeting so I can arrange lunch and that way everyone at least gets the rest of the afternoon to themselves.