



VILLAGE OF LAKE ORION DOWNTOWN DEVELOPMENT AUTHORITY
21 East Church Street, Lake Orion, MI 48362

*The mission of the Lake Orion DDA is to enhance the economic potential and preserve the historical character of the Lake Orion DDA District, **the heart and hub of the Orion Community**, through promotional activities and an organizational structure that focuses on community involvement with local businesses, residents, and other stakeholders.*

AGENDA

REGULAR MEETING OF THE LAKE ORION DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS

Tuesday, September 19, 2023

6:30 PM

Lake Orion Village Hall Council Chambers

21 East Church Street

LAKE ORION, MI 48362

(248) 693-8391 ext. 102

ADDRESSING THE DDA BOARD: Each person wishing to address the DDA Board shall be afforded an opportunity to do so. If you wish to comment, please stand or raise a hand to indicate that you wish to speak. When recognized, give your name and address and direct your comments to the Chair.

I. Call to Order 6:30 PM

II. Roll Call and Determination of Quorum

III. Approval of Minutes

1. DDA Board Regular Meeting Minutes - August 15., 2023

IV. Presentation -

V. Call to the Public

This is a time for public comment. Each person is allowed three (3) minutes. The public is welcome to provide public comment. This Board will not respond to any public comment. This Board will follow-up as necessary. Please direct all of your comments to the Chairperson only.

VI. Consent Agenda

All items on the Consent Agenda are approved by one vote.

1. Director's Report
2. DDA Roster
3. Financial Reports

VII. Approval of Agenda

By order of the President/Chair, no matters will be discussed after 10:30 p.m., unless council/board/commission votes to continue the meeting.

VIII. Financial Matters

1. Bill Approval
2. DDA 2023-2024 Budget Amendment - Legal Services

IX. New and Old Business

1. RFQ Approval - Demolition
2. Staffing Approval - Seasonal Part Time Summer Events
3. 2024 MSOC Technical Support/Tech Visit Request

X. Reports, Resolutions and Recommendations

A. Executive Director

1. Training Opportunities
2. Verbal Director Report

B. Village Manager

XI. Call to the Public

This is a time for public comment. Each person is allowed three (3) minutes. The public is welcome to provide public comment. This Board will not respond to any public comment. This Board will follow-up as necessary. Please direct all of your comments to the Chairperson only.

XII. Board Comments and Training Feedback

XIII. Next Regular Meeting - October 17, 2023

XIV. Adjournment

In the spirit of compliance with the Americans with Disabilities Act, individuals with a disability should feel free to contact the Village, at least three (3) business days in advance of the meeting, if requesting accommodations. The Village of Lake Orion will provide foreign language or hearing impaired interpretation services for those individuals who contact the village to request such services at least seven (7) days prior to the meeting.

En el espíritu de la observancia de la Ley de Estadounidenses con Discapacidades, las personas con discapacidad debe sentirse libre para ponerse en contacto con el pueblo, por lo menos tres (3) días hábiles de antelación a la fecha de la reunión, si se solicitan alojamiento. El municipio de Lake Orion proporcionará idioma extranjero o personas con problemas de

audición servicios de interpretación para las personas que se ponen en contacto con el pueblo de solicitar dichos servicios con no menos de siete (7) días antes de la reunión.



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DDA Board Meeting

DATE: September 19, 2023
FROM: Susan Galeczka, Village Clerk
SUBJECT: DDA Board Regular Meeting Minutes - August 15., 2023

RECOMMENDED MOTION: To approve the Downtown Development Authority Board Regular meeting minutes of Tuesday, August 15, 2023 as presented.

ATTACHMENT 2023-08-15 DDA Regular Meeting Minutes - draft



VILLAGE OF LAKE ORION DOWNTOWN DEVELOPMENT AUTHORITY
21 East Church Street, Lake Orion, MI 48362

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MINUTES

REGULAR MEETING OF THE LAKE ORION DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS

Tuesday, August 15, 2023

6:30 PM

Lake Orion Village Hall Council Chambers

21 East Church Street

LAKE ORION, MI 48362

(248) 693-8391 ext. 102

I. Call to Order

The Tuesday, August 15, 2023 Regular Meeting of the Lake Orion Downtown Development Authority Board of Directors was called to order in the Lake Orion Village Hall Council Chambers located in the 21 East Church Street, Lake Orion, MI 48362 by Chairperson Debbie Burgess at 6:30 PM.

II. Roll Call and Determination of Quorum

Attendee Name	Organization	Title	Status	Arrived
Debbie Burgess	Village of Lake Orion	Chairperson	Present	
Sam Caruso	Village of Lake Orion	Vice Chairperson	Present	
Matt Shell	Village of Lake Orion	Treasurer	Excused	
Henry Lorant	Village of Lake Orion	Secretary	Present	
Chris Barnett	Village of Lake Orion	Board Member	Present	
Alaina Campbell	Village of Lake Orion	Board Member	Present	
Lloyd Coe	Village of Lake Orion	Board Member	Absent	
Sally Medina	Village of Lake Orion	Board Member	Absent	
Jerry Narsh	Village of Lake Orion	President	Present	

STAFF PRESENT:

- Molly LaLone, DDA Executive Director
- Susan C. Galeczka, Village Clerk

III. Approval of Minutes

Village of Lake Orion Downtown Development Authority Board of Directors Minutes

Regular Meeting, Tuesday, August 15, 2023

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1. DDA Board Regular Meeting Minutes - July 18, 2023

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Chris Barnett, Board Member
SECONDER:	Henry Lorant, Secretary
AYES:	Burgess, Caruso, Lorant, Barnett, Campbell, Narsh
ABSENT:	Lloyd Coe, Sally Medina
EXCUSED:	Matt Shell

RESOLVED: To approve the Downtown Development Authority Board Regular meeting minutes of Tuesday, June 20, 2023 as presented.

2. DDA Board Special Meeting Minutes - August 2, 2023

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Sam Caruso, Vice Chairperson
SECONDER:	Henry Lorant, Secretary
AYES:	Burgess, Caruso, Lorant, Barnett, Campbell, Narsh
ABSENT:	Lloyd Coe, Sally Medina
EXCUSED:	Matt Shell

RESOLVED: To approve the Downtown Development Authority Board Special meeting minutes of Wednesday, August 2, 2023 as presented.

IV. Presentation**V. Call to the Public**

Let the record show no public comments were received.

VI. Consent Agenda

All items on the Consent Agenda are approved by one vote.

1. Director's Report

RESOLVED: To receive and file the DDA Executive Director's Report for August 2023.

2. Committee Minutes & Workplan and Event Updates

RESOLVED: To receive and File the Committee Meeting Minutes & Event updates.

3. Financial Reports

RESOLVED: To receive and file the financial reports for July 2023.

4. DDA 2023-2024 Budget

RESOLVED: To receive and file the 2023-2024 DDA Budget.

Village of Lake Orion Downtown Development Authority Board of Directors Minutes

Regular Meeting, Tuesday, August 15, 2023

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VII. Approval of Agenda1. **Motion to:**

approve the Agenda for the August 15, 2023 regular meeting of the Downtown Development Authority Board with the removal of Agenda Item IX.4 - Closed Session.

RESULT:	APPROVED AS AMENDED [UNANIMOUS]
MOVER:	Debbie Burgess, Chairperson
SECONDER:	Chris Barnett, Board Member
AYES:	Burgess, Caruso, Lorant, Barnett, Campbell, Narsh
ABSENT:	Lloyd Coe, Sally Medina
EXCUSED:	Matt Shell

VIII. Financial Matters

1. Bill Approval

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Chris Barnett, Board Member
SECONDER:	Henry Lorant, Secretary
AYES:	Burgess, Caruso, Lorant, Barnett, Campbell, Narsh
ABSENT:	Lloyd Coe, Sally Medina
EXCUSED:	Matt Shell

RESOLVED: To approve disbursements in the amount \$2,691.84 for July 2023.

2. DDA 2023-2024 Budget Amendments - Dept 260

DDA Executive Director LaLone stated that starting this fiscal year (July 1, 2023 - June 30, 2024) the Village has begun using a PO system for payments. With this system, it is now required that the budget have at minimum what the upcoming expenditure will be. If the budget is short, the check request cannot be made in the system. She reviewed the reasons for the changes in Department 260, noting the following reasons:

1. Adding budget for the ground's coordinator and for Township contractual services
2. Reducing the village contract back to the original amount approved by DDA Board as agreed upon by VLO/DDA committee when creating the dedicated Village's capital outlay line item offering 75% new revenue for Village specified projects.
3. Increasing budget for recurring expenses that are higher than expected.

DDA Executive Director LaLone noted the changes reflected in this budget amendment request make a zero balance change for Department 260 - General Activities.

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RESULT: ADOPTED [UNANIMOUS]
MOVER: Alaina Campbell, Board Member
SECONDER: Henry Lorant, Secretary
AYES: Burgess, Caruso, Lorant, Barnett, Campbell, Narsh
ABSENT: Lloyd Coe, Sally Medina
EXCUSED: Matt Shell

RESOLVED: To approve the following budget amendment request for 248 DDA Fund Department 260 - General Activities:

To approve the following budget amendment request for 248 DDA Fund Department 260 - General Activities:

GL #	ACCT NAME	ADOPTED	AMENDED	YTD ACTUAL	REVENUE CHANGE	EXPENDITURE CHANGE	NEW AMENDED BUDGET	REASON
248-260-707-000	Wages - Grounds Coordinatc	0	0	1937		5000	5000	To reflect actual costs
248-260-801-002	Contr Services-Police Dtn Law Enforcement	62400	62400	0		-2400	60000	To reflect original DDA
248-260-801-003	Contract Services-DPW maintenance	31200	31200	0		-1200	30000	To reflect original DDA
248-260-801-004	Contractual Services - administrative	72800	72800	0		-2800	70000	To reflect original DDA
248-260-801-005	Contractual Services - Township	0	0	0		2700	2700	to reflect actual costs
248-260-801-012	Contr Services-Police Dtn parking & Code enforcement	21840	21840	0		-840	21000	To reflect original DDA
248-260-801-022	Contr Services-Police Crowd Control	20800	20800	0		-800	20000	To reflect original DDA
248-260-801-023	Contract Services-DPW event support	10400	10400	0		-400	10000	To reflect original DDA
248-260-801-033	Contract Services-DPW snow removal	15600	15600	0		-600	15000	To reflect original DDA
248-260-851-000	Telephone	3000	3000	289.15		500	3500	to reflect increase in co
248-260-920-000	Utilities	3500	3500	0		500	4000	to reflect increase in co
248-260-810-000	Legal Service	5000	5000	0		340	5340	to reflect increase in co
	Net total Change					0		

3. DDA 2023-2024 Budget Amendments - 2020 Parking Debt Service

DDA Executive Director LaLone explained that the changes are reflected in this budget amendment request reflect \$55,000 appropriation from 248 fund balance to cover the

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payoff amount for the debt service.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Chris Barnett, Board Member
SECONDER:	Sam Caruso, Vice Chairperson
AYES:	Burgess, Caruso, Lorant, Barnett, Campbell, Narsh
ABSENT:	Lloyd Coe, Sally Medina
EXCUSED:	Matt Shell

RESOLVED: To increase 248-260-965-404 Transfer Out - DDA Property Acquisition Fund by \$55,000; and to Increase 248-000-671-999 Appropriation From Fund Balance by \$55,000

DDA 2023-2024 Budget Amendments - 2020 Parking Debt Service

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Chris Barnett, Board Member
SECONDER:	Jerry Narsh, President
AYES:	Burgess, Caruso, Lorant, Barnett, Campbell, Narsh
ABSENT:	Lloyd Coe, Sally Medina
EXCUSED:	Matt Shell

RESOLVED: To recommend the attached 2023-2024 DDA budget to Village Council for inclusion in their overall 2023-2024 budget.

4. 2023-2024 Budget Amendment - Fund 301 Debt Service

DDA Executive Director LaLone explained that the 301 fund was set up to track the 2023 DDA Bond Project. Most expenses will come from the fund balance of this account as that is where the bond sale proceeds were deposited. She stated that the bonds were issued June 29, 2023, noting the Debt Service schedules for taxable (series b) and tax exempt (series a) bonds, are included in the packet.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Chris Barnett, Board Member
SECONDER:	Jerry Narsh, President
AYES:	Burgess, Caruso, Lorant, Barnett, Campbell, Narsh
ABSENT:	Lloyd Coe, Sally Medina
EXCUSED:	Matt Shell

RESOLVED: To increase 301-905-992-003 2023 DDA Bonds Taxable by \$75,000; to

increase 301-905-992-004 2023 DDA Bonds Tax Exempt by \$180,000; and to Increase 301-000-671-999 appropriation from fund balance - 2023 Bond Project by \$255,000.

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2023-2024 Budget Amendment - Fund 301 Debt Service

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Chris Barnett, Board Member
SECONDER:	Henry Lorant, Secretary
AYES:	Burgess, Caruso, Lorant, Barnett, Campbell, Narsh
ABSENT:	Lloyd Coe, Sally Medina
EXCUSED:	Matt Shell

RESOLVED: To authorize forwarding the budget amendments to the Village Council for approval.

5. 2023-2024 Budget Amendment - Fund 301 Property Acquisition

RESULT:	ADOPTED [UNANIMOUS]
AYES:	Burgess, Caruso, Lorant, Barnett, Campbell, Narsh
ABSENT:	Lloyd Coe, Sally Medina
EXCUSED:	Matt Shell

RESOLVED: To increase 301-901-971-000 Capital Outlay - Property by \$2,200,000; and to Increase 301-000-671-999 appropriation from fund balance - 2023 Bond Project by \$2,200,000

2023-2024 Budget Amendment - Fund 301 Property Acquisition

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Chris Barnett, Board Member
SECONDER:	Henry Lorant, Secretary
AYES:	Burgess, Caruso, Lorant, Barnett, Campbell, Narsh
ABSENT:	Lloyd Coe, Sally Medina
EXCUSED:	Matt Shell

RESOLVED: To increase 301-901-971-000 Capital Outlay - Property by \$2,200,000; and to Increase 301-000-671-999 appropriation from fund balance - 2023 Bond Project by \$2,200,000.

IX. New and Old Business

1. Property Acquisition - Lake Orion Lumberyard Project

DDA Executive Director LaLone stated that the sellers have agreed to a final reduced purchase price of \$2.2M based upon information gathered during the due diligence period. She noted that the due diligence was extended to August 31, 2023 upon approval of funds to seller; the proposed closing will be August 23, 2023.

Village of Lake Orion Downtown Development Authority Board of Directors Minutes

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RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Chris Barnett, Board Member
SECONDER:	Jerry Narsh, President
AYES:	Burgess, Caruso, Lorant, Barnett, Campbell, Narsh
ABSENT:	Lloyd Coe, Sally Medina
EXCUSED:	Matt Shell

RESOLVED: To approve the purchase of 215 S. Broadway, Lake Orion MI 48362 using funds from 301-901-971-000 not to exceed the \$2,200,000 purchase price; and

FURTHER RESOLVED: To authorize Executive Director LaLone, Board Chairperson Burgess and Legal Counsel Davis to complete the transaction.

2. Horse and Carriage RFQ Approval

DDA Executive Director LaLone stated the horse and carriage rides will depend on if the DDA is able to obtain a sponsorship to cover the cost. She also provided a review of the changes in time and the reasons for the changes.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Alaina Campbell, Board Member
SECONDER:	Henry Lorant, Secretary
AYES:	Burgess, Caruso, Lorant, Barnett, Campbell, Narsh
ABSENT:	Lloyd Coe, Sally Medina
EXCUSED:	Matt Shell

RESOLVED: To approve horse and carriage rides pending sponsorship equal to \$6,450 from 248-729-880-005 Event Promo - Hometown.

3. Annual Calendar of DDA Board Meetings - 2024

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Jerry Narsh, President
SECONDER:	Henry Lorant, Secretary
AYES:	Burgess, Caruso, Lorant, Barnett, Campbell, Narsh
ABSENT:	Lloyd Coe, Sally Medina
EXCUSED:	Matt Shell

RESOLVED: To approve the Downtown Development Authority Board 2023 Meeting schedule, listed below, with all meetings being held at 6:30pm on the Third Tuesday, except where noted, at Lake Orion Village Council Chambers located 21 E. Church Street, Lake Orion, MI.

Village of Lake Orion Downtown Development Authority Board of Directors Minutes
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January 16, 2024

February 20, 2024

March 19, 2024

April 16, 2024

May 21, 2024

June 18, 2024

July 16, 2024

August 20, 2024

September 17, 2024

October 15, 2024

November 19, 2024

December 17, 2024

DDA Board Meetings are held monthly on the third Tuesday except where indicated.

*Meetings start at 6:30pm in the Village of Lake Orion Council Chambers. ONTV
 televises and records regular meetings and transmits them live when possible.*

4. Closed Session

RESULT:	REMOVED FROM AGENDA
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X. Reports, Resolutions and Recommendations

1. Training Opportunities

DDA Executive Director LaLone noted that National Main Street Conference will be held the first week of May; she provided the Board with an article which addressed board members being superstar fundraiser; and provided an article on how to set SMART goals to help the DDA reach its objective.

Training Opportunities

RESOLVED: To receive and file the training opportunities information as provided by the DDA Director at the August 15, 2023 regular DDA Board meeting.

2. Executive Director

1. Verbal Director Report

DDA Executive Director LaLone reported on the following:

1. Noted the DDA received a grant for banners. Twenty-four banners will be placed in the downtown and two sets along M-24. Sponsorship opportunity for businesses to put their names under the banner is available.
2. Downtown Trolley will be in Birmingham in November as part of the Michigan Downtown Association Conference. Sponsorship opportunity for businesses to have their name on the Trolley will be available.
3. Design Committee created a Special Events Parking Plan. A trial of the plan will be in August for Dragon on the Lake.
4. Upcoming Events include:
 - a. 9/9/2023; Oktoberfest Pub Crawl after the Lake Orion High School and Oxford High School football game.
 - b. Thursday at 9:00 AM: Power Hour to talk about Oktoberfest. It will be held a Bean to Go.
 - c. 10/7/23 and 10/8/23; Here Lies Lake Orion walking tour in Evergreen Cemetery which includes lives of significant who are buried in the cemetery. The cost is \$12.00 and volunteers are needed.
5. Tomorrow the Social Media company will be filming at 20 Front Street.

Motion to: receive and file the DDA Executive Director's verbal report.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Chris Barnett, Board Member
SECONDER:	Henry Lorant, Secretary
AYES:	Burgess, Caruso, Lorant, Barnett, Campbell, Narsh
ABSENT:	Lloyd Coe, Sally Medina
EXCUSED:	Matt Shell

2. Village Manager

XI. Call to the Public

Rosemary Ford, 225 N. Broadway, expressed her sadness that "Nuts About Chocolate" and "Elixir Clothing Store" are closing, noting she hopes "Nuts About Chocolate" will be relocating and that the owner of "Elixir" has done a fine job. She stated she would like to see more retail in the community.

Chairperson Burgess stated that "Elixir" and "Nuts About Chocolate" have been tremendous

support for the community and will be greatly missed.

XII. Board Comments and Training Feedback

Board Member Barnett commented on the following:

- Announced that Ryan Allen is the new Fire Chief.
- Expressed his thanks to all those who worked on the Lumberyard Project, noting that he is proud of the DDA Board. The Lumberyard Project will be the Board's legacy.
- Provided an update on the meeting that was held with developers who are interested in the property. He noted now that the DDA has the environmental study complete, we know what can go there.
- Noted they have met with the owner of Leo's Coney Island who indicated interest in working with the DDA to improve the area to make it better.

Secretary Lorant concurred with Board Member Barnett regarding the Lumberyard Property. He reminded everyone that Dragon on the Lake will be held August 24, 25, 27 and 28 and provided a brief overview of what will be occurring at the event.

Vice Chairperson Caruso stated he is excited about Dragon on the Lake and that he is looking forward to seeing what the developers will bring forward for the Lumberyard Property and creating a great gateway to Lake Orion.

Board Member Campbell stated that she is excited with what a community can do when they work others. The Lumberyard Project will be an opportunity to do what we want with the property. She stated she is excited about Dragon on the Lake and is sad to see "Elixir" and "Nuts About Chocolate" being closed.

Board Member Narsh provided a brief history of the Nowells family, owners of the Lumberyard Property and their involvement for many years in the community. He suggested the Board look at a way the Nowells can be represented as part of the project.

Chairperson Burgess commented on the following:

- Acknowledged the fortitude of the Board, the power of partnership, and the coming together of the community to make the Lumberyard Project happen. She noted the amount of due diligence completed on this property in the amount of \$250,000. Chairperson Burgess thanked everyone who worked on the Project, noting the Village will now have a great addition.
- Expressed her appreciation to the owners of "Elixir" and "Nuts About Chocolate" and wished them well.
- Encouraged everyone to attend Dragon on the Lake and think about how this great event will be even better once the Lumberyard Property is developed.

XIII. Next Regular Meeting - September 19, 2023

Chairperson Burgess noted the next DDA Board Meeting is scheduled for Tuesday, September 19, 2023 at 6:30 PM.

XIV. Adjournment

Motion to: adjourn the Tuesday, August 18, 2023 regular meeting of the Downtown Development Authority Board.

RESULT:	ADOPTED [UNANIMOUS]
SECONDER:	Henry Lorant, Chris Barnett
AYES:	Burgess, Caruso, Lorant, Barnett, Campbell, Narsh
ABSENT:	Lloyd Coe, Sally Medina
EXCUSED:	Matt Shell

The Wednesday, August 15, 2023 regular meeting of the Lake Orion Downtown Development Authority adjourned at 7:21 PM.

Debbie Burgess
Chairperson

Susan C. Galeczka, CMC CMMC
Village Clerk

Date Approved: _____

DRAFT

Attachment: 2023-08-15 DDA Reg Mtg Minutes - Draft (6269 : 2023-08-15 DDA Board Reg Mtg Minutes - Draft)



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DDA Board Meeting

DATE: September 19, 2023
FROM: Molly LaLone, DDA Executive Director
SUBJECT: Director's Report

Attached: Director's Report

Recommended Motion: To receive and file the Director's Report

September **DIRECTOR REPORT** 2023



Attachment: September 2023 Director Report final (6211 : Director's Report)

Molly LaLone, Executive Director

248-693-9742

www.downtownlakeorion.com

Packet Pg. 17

2022-23 PRIORITIES

As of September 13, 2022

1. DUMPSTER ENCLOSURE - BID CLOSED, NO PROPOSALS

2. DOWNTOWN LIGHTING

- LAMPPOST RETROFIT - COMPLETED NOVEMBER 2022
- "SUSTAINABLE MAIN STREET" AWARD BY MSOC, MAY 2023

3. GAZEBO ELECTRICAL IMPROVEMENTS - COMPLETED JULY 2022

4. PARKING - E/V CHARGING STATIONS - COMPLETED JUNE 2023

5. PARKING - PROPERTY ACQUISITION

- DUE DILIGENCE PHASE COMPLETE
- BOND ISSUANCE COMPLETE
- PROPERTY SALE COMPLETE
- POSSESSION OF PROPERTY - OCTOBER 25, 2023

PROPERTY ACQUISITION

PLAN OVERVIEW

Location: Lake Orion Lumberyard, 215 S. Broadway Lake Orion MI 48362

Property Purchased: August 28, 2023, DDA takes possession October 25, 2023

Goals and objectives: updated by DDA Board, Jan 17, 2023

Environmental Phase I report showed six areas of concern that warranted further investigation. DDA Board ordered the Phase II report at November DDA Regular Meeting

Environment Phase II: Results reported by Legal Counsel, Jan 17th.

October 2022: DDA Board passed a resolution pledging to pay bond with TIF revenues. Village Council watched a presentation about issuing the bond by Bendzinski bond team and J. Aronoff, Miller Canfield.

Design Charette, October 27th, 5pm - 7pm attended by approximately 50pp for an interactive program to get public participation regarding the future of Downtown Lake Orion.

November 2022: Results of the Design Charette presented to DDA board by AKA Architects.

December 2023 - Grants:

- Dominic Romano, MEDC, requests plans so he can keep us informed of upcoming funding opportunities.

Project Priorities Workshop: Jan 10, 2023 See next page for Mission Statement created during this workshop.

March 2023: Public Q&A hosted by Village Manager and DDA Executive Director

April 2023: Village Council approved \$5M Bond Issue

June 2023: Bonds issued June 29, 2023, 301 Fund created

July 2023: Property Purchase pending

August 2023: Property Closed August 28, 2023, DDA takes possession of the property on October 25, 2023

PROPERTY ACQUISITION

MISSION STATEMENT

Location: Lake Orion Lumberyard, 215 S. Broadway Lake Orion MI 48362

Due Diligence ends: August 30, 2023

Goals and objectives: updated by DDA Board, Jan 17, 2023

The Lake Orion Lumberyard Project will create a gateway space on the south end of the downtown that

- honors the character of the community,
- provides more parking for the downtown,
- is balanced by pedestrian and event-friendly amenities, and
- improves the safety and ease of accessibility (Entrances & Exits) to the corner of Atwater and M24

It will be a legacy for future Lake Orion Stakeholders; focusing on

- enhancing Meeks Park and the Paint Creek Trail,
- adding some commercial and high-end residential buildings, and
- a multi-purpose event space with a flexible, open design

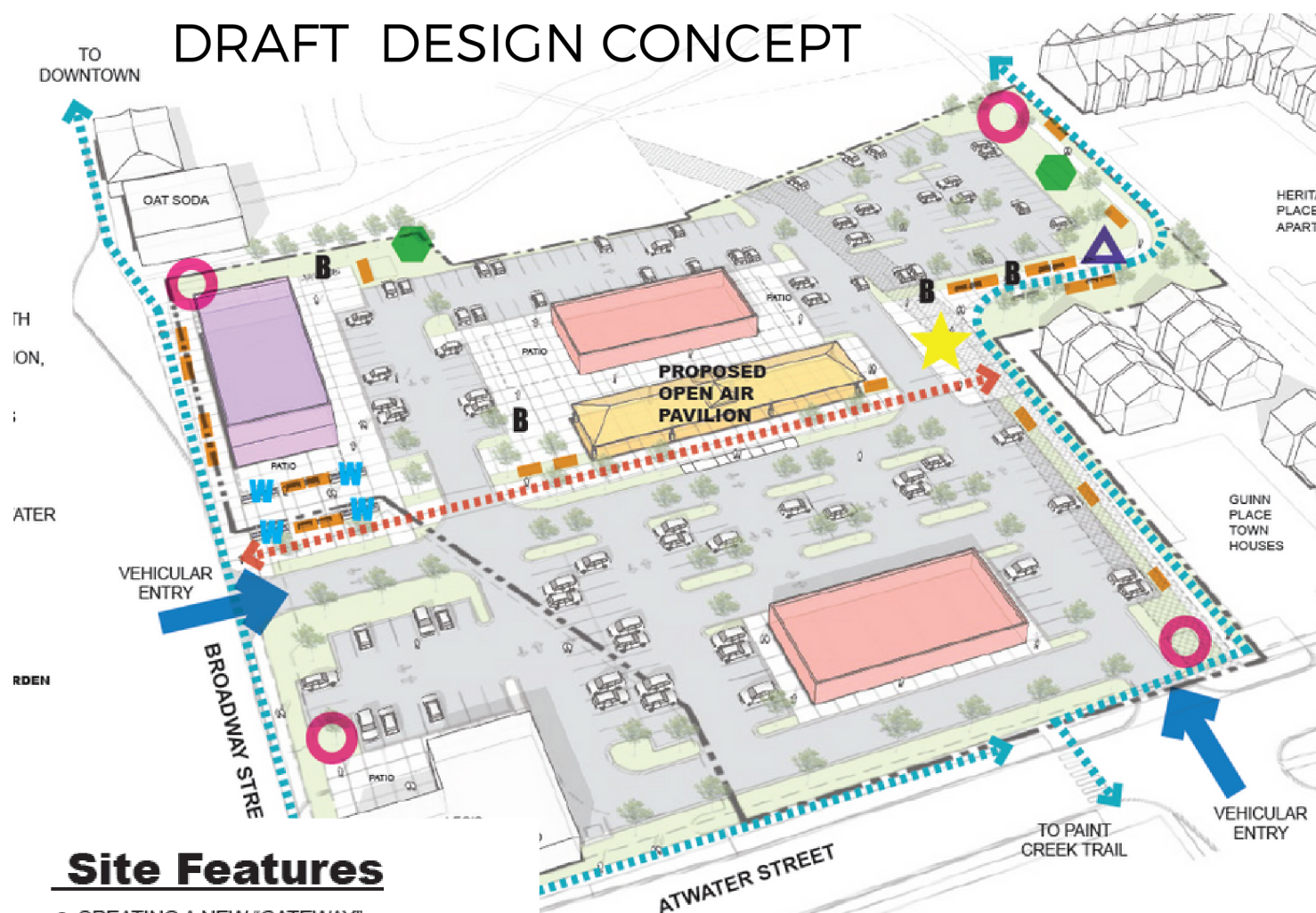
The Lake Orion DDA has requested support from the Village of Lake Orion Council for a \$5 million dollar bond. After purchase, the DDA will use the remaining funds to

- Address environmental issues present on the property and
- Build a foundational infrastructure on the property from which to build upon

The DDA will Invest in a multi-phase plan which clearly identifies parameters for all amenities.

The DDA will augment their funding for this project by seeking private and public partners who can help achieve the vision for the Lake Orion Lumberyard Project.

DRAFT DESIGN CONCEPT



Site Features

- CREATING A NEW "GATEWAY" TO DOWNTOWN LAKE ORION
- PROPOSED MULTIUSE EVENT PAVILION
- MAINTAIN EXISTING ATWATER TRAIL LOCATION/ADD LANDING PAD PLAZA AREA WITH BIKE RACKS, BIKE REPAIR KIOSK, SEATING, AND EVENT SPACE FOR STARTING/FINISH LINES
- STRENGTHEN THE CONNECTION TO THE PAINT CREEK TRAIL AND REINFORCE DOWNTOWN LAKE ORION AS A TRAIL WAY DESTINATION WITH ADDITION OF NEW TRAIL PLAZA WITH SEATING PUBLIC ART, BIKE REPAIR STATION, BIKE RACKS, LANDSCAPE.
- PROPOSED PUBLIC ART OPPORTUNITIES
- PROPOSED BUTTERFLY GARDEN OR COMMUNITY GARDEN OPPORTUNITY
- PROPOSED PLAZA WITH SEATING AND WATER FEATURE

Legend

- | | | | |
|--|-------------------------------------|--|--------------------------|
| | PROPOSED PUBLIC ART | | |
| | PROPOSED BUTTERFLY/COMMUNITY GARDEN | | |
| | PROPOSED WATER FEATURES | | |
| | PROPOSED TRAIL PLAZA EVENT SPACE | | |
| | PROPOSED SEATING AREAS | | |
| | PROPOSED BIKE REPAIR KIOSK | | |
| | PROPOSED BIKE RACKS | | |
| | EXISTING PEDESTRIAN ACCESS | | PROPOSED VEHICULAR ENTRY |
| | PROPOSED PEDESTRIAN ACCESS | | |

Participating Businesses in Lake Orion

- Amazing Petals
- Broadway Embroidery
- Caruso Chiropractic
- Cookies & Cream
- Lake Orion DDA
- Simply Marcella
- Roses of Silverbell
- And more to come!



Shop Now!



SHOP OAKLAND COUNTY
Main Streets

Promotions Committee - First Monday, 9/11/2023 at 11am online

Committee Chair: Sally Medina, DDA Board Member

The Promotion Committee markets Downtown's unique characteristics to shoppers, investors, new businesses, tourists, and others while promoting retail events, special events and ongoing programs.

Design Committee - Third Monday, 9/18/23 at 3pm online

Committee Chair: Lloyd Coe, DDA Board Member

The Design Committee works to improve the appearance of Downtown so that it is perceived as clean, safe and friendly while preserving its historic appeal.

Organization Committee - Third Wednesday, 9/20/23 at 11:30am, DDA Office

Committee Chair: Alaina Campbell, DDA Board Member

The Organization Committee works to communicate the vision, philosophy and activities of the Main Street organization to the community through membership and partnership development and a communications program.

Economic Vitality Committee - Fourth Thursday, 9/22/23 at 11:30am, TBD

Committee Chair: Matthew Shell, DDA Board Member

The Economic Vitality Committee works to strengthen the economic base in Downtown by helping existing businesses to expand, recruiting new businesses for a balanced mix, and converting unused space into productive property.

DDA Business Power Hour - Third Thursday, 9/21.23 at 9:00am, ABeanToGo

Committee Chair: Dr. Sam Caruso, DDA Board Member

The DDA Business Power Hour is a meeting for business owners, managers, and employees to learn about upcoming events and projects and to provide feedback to the DDA





Community Assessment Results - Y/E 2022

Standard 1: “Broad-based Community Commitment to Revitalization”

Strengths:

- United to face adversity by small minority – used this challenge as an opportunity to improve awareness of the DDA/Main Street
- Strong local business atmosphere
- Visibility in community throughout pandemic – proactively worked to support business owners and create opportunity for safe public gatherings (e.g., cornhole league, warming stations)
- Good working relationship with Village Manager

Opportunities:

Lake Orion is on the cusp of becoming an “it” town, creating unique challenges. Consider the following:

- Continue expanding relationships with large and small-scale developers
- Stay abreast on rising property value trends – advocate for smart housing growth
- Continue evaluating, implementing, and communicating progress on major initiatives in the downtown (e.g., parking study, Lumber Yard)
- Include neutral third-party experts to disseminate information, justify new projects, and to advocate for the DDA

Standard 2: “Inclusive Leadership and Organizational Capacity”

Strengths:

- DDA Board identifies annual priorities (e.g., public safety)
- Executive Director actively monitors committee progress on projects
- Multiple personnel/staff support

Community Assessment Results - Y/E 2022 continued

Standard 2: “Inclusive Leadership and Organizational Capacity”, continued

Opportunities:

- Leverage network(s) of individual Board members to advocate for DDA and challenge false narratives
- Board members lead outreach and education
- Pursue new engagement by taking outreach to where people are and/or need to be reached
- Use special events as starting point for developing diversity
- Mentor new volunteers who are interested in a leadership role within the organization (committees, Board)
- Use demographic data to crosscheck/confirm DDA leadership representation

Standard 3: “Diversified Funding and Sustainable Program Operations”

Strengths:

- Ability to, and successful experience in, purchasing real estate
- Predictable and consistent revenue from DDA tax district (historically)
- Leverages events and activities to solicit sponsorship revenue
- Detailed budget alignment with work plan activities

Opportunities:

- Continue education efforts on how TIF district’s function
- Explore alternate funding mechanisms in event TIF revenue fade—examples include: 501c3 or 501c6 status
- End-of-Year fundraising initiative
- Business supplier support (see sample letter) ▪ Additional state and national grant programs

Standard 4: “Strategy-Driven Programming”

Strengths:

- Incorporation of stakeholder’s top concerns: parking, public safety, and gateway (Lumber Yard) redevelopment
- Coordination of community visioning for Lake Orion Lumberyard project
- Promotion of downtown as positive, thriving amidst pandemic
- Access to ongoing market data via Main Street Oakland County
- Detailed workplans for individual initiatives

Opportunities:

- Explore potential Transformation Strategy of making Lake Orion a place of steady activity (day and night, year-round)
- Consider a texting service that sends push notifications on things happening downtown
- Develop initiatives to promote existing parking options and consider new temporary (valet service, downtown trolley, create and enforcing parking limits, etc.)
- Find creative ways to attract M24 travelers downtown
- Grants to small businesses for back-of-building signage installation
- Develop design guidelines for tasteful billboards that do not jeopardize the integrity of the historic district (see Schuler’s in Marshall)
- Rent existing billboards along M-24 to promote and direct people to downtown
- Use demographic data to crosscheck/confirm DDA leadership representation

Community Assessment Results - Y/E 2022 continued

Standard 5: “Preservation-based Economic Development”

Strengths:

- Streetscape project served as catalyst for reinvestment
- Purchasing of (and selling) two underutilized buildings that now add to the vibrancy of downtown
- First social district in southeast Michigan
- Increasingly diverse business representation and engagement

Opportunities:

- Position and promote Lake Orion as multimodal to counter lack of parking (see Ferndale, MI’s “Walk Ferndale” signage)
- Consider a “Lake Orion Fitness Month!” challenge
- Incorporate scavenger hunt program into parking lot discoveries
- Leverage existing assets and businesses who align with health/fitness
- Use existing Facebook Live and other media platforms to demonstrate where to park and how long it takes to walk from point A to point B
- Emphasize importance of shopping local in promotions/marketing to build further community support for downtown
- Continue developing programs and activities that support Lake Orion becoming a hub of activity (such as the recently retrofitted streetlights, crosswalk safety project, and increasing participation at “Power Hour”)

Standard 6: “Demonstrated Impact and Results”

Strengths:

- DDA has quickly increased communication with the community, emphasizing value/impact
- Strong marketing arm
- Collects testimonials in addition to quantifiable data
- Access to impact-sharing support from Main Street Oakland County (data template)

Opportunities:

- Explore development of a local ambassador or “influencer” program to support positive promotion of downtown
- Leverage existing marketing outlets (regional, state, national) to promote downtown and impact of DDA
- Include QR codes and/or fliers showcasing DDA’s impact in utility bills
- Utilize business owner’s POS systems to gather contact information to include in communications
- Use existing outreach platforms to invite the public into conversations regarding major projects (early and often)

PARKING STUDY UPDATE - COMPLETE

The purpose of a parking study is to

- Quantify and qualify existing parking resources
- Engage the public and stakeholders, and
- Provide recommendations for parking and parking management

Lake Orion's last study was completed in 2018 and it is common to update this study every 3–5 years. This study was completed December 2022 and the final report published February 2023.

Parking Study Final Report Highlights

- For the entire 21 block study, there are a total of 1,469 parking spaces. Of these, publicly available parking comprises slightly less than one-half of the total supply, which is less than the best practice benchmark of 50% to facilitate a park once and walk to multiple destinations (Table 1, pg. 7).
- For the core block study, 60% of parking is publicly provided and 40% is privately provided.
- Using the calculated parking demand during current weekend peak hours within the core area, there is a net deficit of parking spaces in areas 18 and 21, totaling a deficit of 84 parking spaces (Map 17, pg. 48).
- Future weekend evening demand (3 years and Five years) with projected growth indicates that block 18 will be 9 spaces short and block 21 is projected to be short by 79 spaces (Map 20, pg. 55 and Map 21, pg. 56).
- Summary of Findings show that typical weekend parking occupancy is approximately 82% and beginning to approach the level (85 to 90 percent) where most patrons consider parking insufficient (page 64).

Recommendations include (pages 65 - 67):

- Stronger on-street parking enforcement.
- Give parking lots a designated name for ease of use.
- Within 3 to 5 years, either increase the physical parking supply or work with private businesses to use existing lots during their non-business hours.
- Develop a parking sinking fund for parking lot repair and acquisition with a target of approximately \$21,000 yearly.
- Base parking space needs on restaurant square footage, versus occupancy.
- Adjust zoning requirements for residential units.
- Develop Special Event parking plans.
- Increase bicycle parking.

ORGANIZATION COMMITTEE

CAMPAIGN FOR MAIN STREET

The Lake Orion DDA demonstrates its commitment to the Village of Lake Orion

What does it mean to be a good community partner? Being a community partner means:

- You are actively working together with others in your community to make positive changes.
- You are part of a team that cares about the well-being of everyone in the community, working towards common goals.

Community partners can be individuals, organizations, or businesses that collaborate with others to address important issues and create a better future for everyone. Here are fifteen ways the Lake Orion Downtown Development Authority (DDA) is a good community partner for the Village of Lake Orion:

1. **The DDA collaborates with Village Council** to identify ways to better serve the community and has set aside a significant portion of new capture (75% to the Village) for village-approved infrastructure projects.
2. The DDA uses taxes collected from the community to make improvements in the downtown area that **benefit the community as a whole**. Examples of this are: sidewalk and road improvements, directional signage, parking creation and maintenance, Paint Creek Trail extension and bike amenities, public restrooms at the Fire Hall, and new playground equipment in Children's Park.
3. **A higher share of the taxes collected are reinvested locally**. In 2023, over \$400,000, normally distributed throughout the county, instead will be reinvested in Lake Orion through the DDA. This is not an extra tax, rather, it is use of normally collected taxes.
4. **The DDA pays the village** for administrative services, police, public works services, utilities, and other shared costs, **which helps the village save money**.
5. **The DDA creates and maintains public spaces**, such as the Paint Creek Trail extension, Flint Street Alleyway, the Lake Orion Social District, and the new playground in Children's Park, which provide recreation opportunities for residents and visitors.
6. **The DDA manages the Main Street America Program**, through which the community has been accredited since 2006. Volunteers help make things happen through their participation in different Main Street Committees: Economic Vitality, Design, Promotions, and Organization. Having Main Street America accreditation helps the Village of Lake Orion and its businesses qualify for grants which help to pay for special projects like the playground equipment in Green's Park.

ORGANIZATION COMMITTEE

CAMPAIGN FOR MAIN STREET

The Lake Orion DDA demonstrates its commitment to the Village of Lake Orion - Continued

7. **The DDA decorates seasonally**, dressing up the town with flower baskets in the spring and summer, holiday lights on the trees in the winter, and decorative scenes on downtown windows throughout the year.
8. **The DDA markets Lake Orion and its businesses** through various channels (Facebook and Instagram pages, Orion Living Magazine, website, banners, a-frame signs, posters, ads in local publications, and weekly e-newsletters).
9. In Partnership with the Oxford DDA, **The DDA provides the Downtown Trolley Express** for free rides to and from each downtown.
10. **The DDA invests in projects that help the community thrive**, such as restoring Front Street, installing electric vehicle charging stations, and improving downtown lighting with Dark Sky technology.
11. **The DDA promotes and/or hosts 50 events and activities annually** to attract people to Downtown Lake Orion.
12. **The DDA enables downtown restaurants to be eligible for location-based Class C liquor licenses** at significant savings over traditional liquor licenses.
13. **The DDA manages the Social District** allowing customers to purchase a drink from a downtown restaurant to enjoy outside in town.
14. **The DDA offers Shop Local rewards programs** like Downtown Dollars and the Shopping Passport
15. **The DDA provides signage** throughout town which helps visitors navigate our town and learn about our history.

All of these efforts demonstrate the Lake Orion Downtown Development Authority's commitment to being a good community partner by reinvesting in the village, collaborating with Village Council, and helping the community to thrive.

1.	CREEKSIDE LIGHTING	<input type="checkbox"/>
2.	ADOPT A GARDEN PROGRAM	<input type="checkbox"/>
3.	TASTE OF TOWN IN ALLEYWAY	<input type="checkbox"/>
4.	STEAMPUNK ART & ADAPTIVE REUSE DESIGN BRUCE ROSENBAUM (MODVIC.COM)	<input type="checkbox"/>
5.		<input type="checkbox"/>
6.		<input type="checkbox"/>
7.		<input type="checkbox"/>
8.		<input type="checkbox"/>
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25.		<input type="checkbox"/>
26.		<input type="checkbox"/>
27.		<input type="checkbox"/>
28.		<input type="checkbox"/>

Branding & Outreach

- Branding Kit - colors, font, logos, style
- Brand Marketing
- E-Newsletters
- Orion Living Magazine
- Podcast Series
- Educational Campaigns through Editorial Ads, Social Media, and Direct Mail postcards
- Samet Backyard Meet & Greet Neighborhood event
- Legislative Tour with Orion Area Chamber of Commerce

Historic Preservation

- Historic Signs - downtown
- Downtown History - Website
- Timeshift History Videos - Downtown
- Historic Building Facade Grants

Physical Improvements

- Front Street restoration to 2 way traffic
- Wayfinding Signage
- Overall street and sidewalk improvements
- Dark Sky compliant streetlamp retrofit
- Bond issue for Lumberyard Project
- "Enter the Dragon" Mural
- Flint Street Alleyway Lighting
- Eagle Scout project benches
- Seasonal downtown Decorations including holiday tree light and Summer hanging baskets

Business Support

- Match On Main Business support
- Patronicity Business Support Campaign
- PPE
- Destination Business Boot Camp
- Shop Oakland Business Set Up Assistance
- Monthly Business Power Hour
- Event Logistics communication

Parking

- Anderson/Front Parking Lot
- Art Center Parking Lot and Restrooms
- Slater Parking lot
- Shared Parking Leases
- Parking Study updates (2018 and 2023)
- Safety Path Slater Street Parking lot to Anderson Street
- Electrical Vehicle Charging Stations

Alt Transportation

- Paint Creek Trail Extension
- Art Center Bike Parking
- Children's Park Bike Parking
- Meeks Park Bike Parking
- Public Boat Docks

Parks

- Playground Equipment - Children's Park
- Electrical upgrades - Gazebo
- First Responder boat docks
- Paint Creek Bank Stabilization matching funds
- Pedestrian Safety railing improvements i Children's Park

Events

- #StrongerTogether Events with Oxford
 - Trolley
 - IceFest
 - Summer Social
 - Witches Night
 - Restaurant Week
 - Letterboxing
- LOLive! Music Summer Series
- Halloween Extravaganza
- Sing & Stroll Tree Lighting
- Small Business Saturday
- Here Lies Lake Orion Cemetery Tour
- Overall Event Promotion - all events

2023 DDA BOARD MEETINGS - 6:30PM, VILLAGE COUNCIL CHAMBERS



Attachment: September 2023 Director Report final (6211 : Director's Report)

2024 DDA BOARD MEETINGS - 6:30PM, VILLAGE COUNCIL CHAMBERS



Attachment: September 2023 Director Report final (6211 : Director's Report)



The mission of the Lake Orion DDA is to enhance the economic potential and preserve the historical character of the Lake Orion DDA District, *the heart and hub of the Orion Community*, through promotional activities and an organizational structure that focuses on community involvement with local businesses, residents and other stakeholders.

DDA Board Meeting

DATE: September 19, 2023
FROM: Molly LaLone, DDA Executive Director
SUBJECT: DDA Roster

Recommended Motion: Receive and file.

Meets	2nd Tuesday of Each Month at 6:30 pm except where noted on present calendar				
Regulated by	Public Act (PA) 57 of 2018 and Ordinance No. 35.01, 36.01, 36.02				
Membership	Nine Members				
	Village Council President	Appointment shall be made by Village Council President			
	(8) Specific requirements	At least five (5) shall be persons having an interest in property located in the downtown district. (PI)			
		At least one (1) member must be a resident of the District (RI)			
Maximum two (2) members at large					
Terms	Village Council President: runs from election to election				
	Other members: Four (4) years				
Vacancies	Appointment shall be made by Village Council President for the unexpired term				
Offices	Chairman, Vice-Chairman, Secretary, and Treasurer				
	Elected each November for one-year terms				
DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEMBERS					
Member	Address/Email	Telephone	Appointed	Offices Held	Term Expires
Deborah Burgess (PI) Chairperson Owner Builders Custom Flooring	11 S. Broadway (Work) 1317 E. Drahn Rd. Oxford, MI 48371 (Home) dyburgess60@yahoo.com	(248)969-2764 (Home) (248) 814-9663 (Work) (248) 701-8322 (Cell) FAX: (248) 814-9664	11/9/2009 10/15/2013 10/23/2017 11/9/2021	<u>Secretary</u> 12/9/2014 11/10/2015 <u>Vice chair</u> 11/22/2016 <u>Chair</u> 11/14/2017 11/13/2018 11/12/2019 11/10/2020 12/14/2021	10/31/2017 10/31/2021 10/31/2025
Sam Caruso (PI) Vice Chair Owner Caruso Chiropractic	25 S. Lapeer Lake Orion 48362 (Work) chirosam@sbcglobal.net	248-693-4800 (work) (269) 343-1929 (Cell)	4/9/2019 9/28/2020	<u>Secretary</u> 11/12/2019 11/10/2020 <u>Vice Chair</u> 12/14/2021	10/31/2020 10/31/2024
Matthew Shell (At Large) Treasurer	514 N Broadway Lake Orion 48362 matthew.shell@magna.com	248-321-0311 (Cell)	10/14/2019	<u>Treasurer</u> 11/12/2019 <u>Vice Chair</u> 11/10/2020 <u>Treasurer</u> 12/14/2021	10/31/2023
Hank Lorant Resident of district Secretary Orion Art Center	218 S. Broadway Street hlorant@me.com	248-703-8606	11/9/2021	<u>Secretary</u> 12/14/2021	10/31/2025
Jerry Narsh Village Council President elected official	433 E. Shadbolt Street Lake Orion, MI 48362 (Home) narshj@lakeorion.org	248-884-0911 (cell)	Automatic appointment		10/31/2026

Attachment: DDA roster 2023.14sep23 (6278 : DDA Roster)

DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEMBERS, Continued					
Member	Address/Email	Telephone	Appointed	Offices Held	Term Expires
Chris Barnett Orion Township Supervisor (PI) elected official	c/o Charter Township of Orion 2525 Joslyn Rd. Lake Orion MI 48360 cbarnett@oriontownship.org	(248) 391-0867 (248) 391-0304 ext 201 (248) 766-1918 (cell)	11/26/2012 11/9/2015 10/14/2019		10/31/2015 10/31/2019 10/31/2024
Lloyd Coe (PI) Owner Ed's Broadway Gift & Costume	2. S. Broadway (Work) 544 Barron Dr. Lake Orion 48362 lloydcoe@sbcglobal.net	(248)693-4220 (248)563-4839 (Mobile)	11/13/2018		10/31/2022 10/31/2026
Alaina Campbell Owner Cookies & Cream	20 Front Street, Lower Level 706 N Long Lake Blvd Lake Orion, MI 48362-1660 alaina@sproutbake.com	248-475-22	3/14/2022	taking K Horvath term	10/31/2026
Sally Medina Owner Broadway Embroidery	24 N. Broadway sally@broadway-embroidery.com	248-838-8074	3/14/2022	Taking J Sheridan term	10/31/2022 10/31/2026

ADMINISTRATIVE STAFF			
Name	Address	Contact	Hired
Molly LaLone DDA Executive Director director@downtownlakeorion.org	118 N. Broadway Lake Orion, MI 48362	248-693-9742 248-693-9749 fx	June 2016 - Present
Diane Kochis DDA Administrative Coordinator office@downtownlakeorion.org	118 N. Broadway Lake Orion, MI 48362	248-693-9742	January 2023 - Present
Suzy Sebastian DDA Events Coordinator events@downtownlakeorion.org	118 N. Broadway Lake Orion, MI 48362	248-693-9742	June 2021 - Present
Josh Johnson Village Treasurer johnsonj@lakeorion.org	21 E. Church Lake Orion, MI 48362	248-693-8391 x 103	May 2021 - Present
Darwin McClary Village Manager mcclaryd@lakeorion.org	21 E. Church Lake Orion MI 48362	248-693-8391 x 101	November 2022 - Present



The mission of the Lake Orion DDA is to enhance the economic potential and preserve the historical character of the Lake Orion DDA District, *the heart and hub of the Orion Community*, through promotional activities and an organizational structure that focuses on community involvement with local businesses, residents and other stakeholders.

DDA Board Meeting

DATE: September 19, 2023
FROM: Molly LaLone, DDA Executive Director
SUBJECT: Financial Reports

See attached Reports

248 Fund Balance Sheet (General DDA Fund)

301 Fund Balance Sheet (DDA Bond 2023 Fund)

404 Fund Balance Sheet (Property Acquisition Fund)

Revenue and Expenditure Report

The following items will be the same on the balance sheet and the revenue and expenditure report for each fund (248, 301 or 404)

- Beginning Fund Balance
- Net of Revenues & Expenditures
- Ending Fund Balance

Recommended Motion: Receive and file the financial reports for August 2023

08/31/2023 07:49 AM

User: stouts

DB: Village Of Lake

REVENUE AND EXPENDITURE REPORT FOR VILLAGE OF LAKE ORION

Page: 1/6

PERIOD ENDING 08/31/2023

% Fiscal Year Completed: 16.94

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	YTD BALANCE 08/31/2023	ACTIVITY FOR MONTH 08/31/2023	AVAILABLE BALANCE	% BDC USI
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY FUND						
Revenues						
Dept 000 - REVENUE						
248-000-402-000	Current Real Property Taxes	903,236.00	20,231.17	20,231.17	883,004.83	2.24
248-000-402-100	Property Tax - Twp DDA Capture	0.00	0.00	0.00	0.00	0.00
248-000-405-000	Property Tax - Personal	0.00	0.00	0.00	0.00	0.00
248-000-412-000	Property Tax - DPPT P/Y & C/Y	0.00	0.00	0.00	0.00	0.00
248-000-441-000	Local Community Stabilization Share Tax	10,000.00	0.00	0.00	10,000.00	0.00
248-000-445-000	Penalties & Interest on Taxes	2,000.00	0.00	0.00	2,000.00	0.00
248-000-539-000	State Grants	109,028.00	5,800.00	3,800.00	103,228.00	5.33
248-000-582-000	Intergovernment - Police	0.00	0.00	0.00	0.00	0.00
248-000-664-000	Interest Earned	2,500.00	118.70	0.00	2,381.30	4.75
248-000-671-999	Appropriation from Fund Balance	96,459.00	0.00	0.00	96,459.00	0.00
248-000-673-000	Gain/Loss on Sale of Assets	0.00	0.00	0.00	0.00	0.00
248-000-676-404	Transfer From Prop Acq Fund	0.00	0.00	0.00	0.00	0.00
248-000-676-592	Reimbursement -Admin Fee - W&S	0.00	0.00	0.00	0.00	0.00
248-000-681-000	Reimburse - Insurance Claims	0.00	1,513.00	1,513.00	(1,513.00)	100.00
248-000-683-000	Reimbursements-Other	0.00	0.00	0.00	0.00	0.00
248-000-685-000	Sponsorships	102,400.00	1,900.00	1,900.00	100,500.00	1.86
248-000-685-100	Transportaion Sponsorship	28,000.00	6,101.00	0.00	21,899.00	21.75
248-000-686-000	Downtown Events	20,000.00	0.00	0.00	20,000.00	0.00
248-000-686-002	Flower Fair Revenue	0.00	0.00	0.00	0.00	0.00
248-000-686-003	New Year Resolution Run Revenue	0.00	0.00	0.00	0.00	0.00
248-000-686-004	OktoberFest Revenue	0.00	0.00	0.00	0.00	0.00
248-000-686-005	Babes On Broadway	0.00	0.00	0.00	0.00	0.00
248-000-686-006	Electircal Vehicles	0.00	128.80	128.80	(128.80)	100.00
248-000-687-000	Merchandise Sales	10,000.00	0.00	0.00	10,000.00	0.00
248-000-688-000	Gift Certificate Sales	5,000.00	0.00	0.00	5,000.00	0.00
248-000-692-000	Rent	0.00	0.00	0.00	0.00	0.00
248-000-694-000	Miscellaneous	0.00	0.00	0.00	0.00	0.00
248-000-696-000	PROCEEDS FROM THE SALE OF BONDS/NOTES	0.00	0.00	0.00	0.00	0.00
Total Dept 000 - REVENUE		1,288,623.00	35,792.67	27,572.97	1,252,830.33	2.78
TOTAL REVENUES		1,288,623.00	35,792.67	27,572.97	1,252,830.33	2.78
Expenditures						
Dept 260 - GENERAL ACTIVITIES						
248-260-701-000	Wages	60,248.00	11,483.24	6,952.82	48,764.76	19.04
248-260-701-019	COVID 19 PAYROLL	0.00	0.00	0.00	0.00	0.00
248-260-704-000	Wages - Administrative Coordinator	33,280.00	8,309.16	4,675.68	24,970.84	24.97
248-260-706-000	Wages - Event Coordinator	33,280.00	2,682.40	2,425.00	30,597.60	8.00
248-260-706-001	Marketing Coordinator	0.00	0.00	0.00	0.00	0.00
248-260-707-000	Wages - Grounds Coordinator	5,000.00	2,422.97	1,008.00	2,577.03	48.40
248-260-711-013	OVERTIME	0.00	0.00	0.00	0.00	0.00
248-260-715-000	Social Security	9,688.00	1,885.58	1,140.73	7,802.42	19.41
248-260-716-000	Health Insurance- Medical	7,200.00	1,603.62	573.15	5,596.38	22.27
248-260-717-000	Life & Disability Insurance	1,200.00	243.98	81.60	956.02	20.33
248-260-718-000	Dental Insurance	700.00	130.43	45.16	569.57	18.61
248-260-719-000	Pension	5,120.00	455.28	0.00	4,664.72	8.89

Attachment: august revenue and expenditure (6209 : Financial Reports)

08/31/2023 07:49 AM

User: stouts

DB: Village Of Lake

REVENUE AND EXPENDITURE REPORT FOR VILLAGE OF LAKE ORION

Page: 2/6

PERIOD ENDING 08/31/2023

% Fiscal Year Completed: 16.94

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	YTD BALANCE 08/31/2023	ACTIVITY FOR MONTH 08/31/2023	AVAILABLE BALANCE	% BDC USI
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY FUND						
Expenditures						
248-260-720-000	Unemployment	0.00	0.00	0.00	0.00	0.00
248-260-721-000	Vision Care	130.00	26.76	8.95	103.24	20.58
248-260-722-000	Worker's Comp. Insurance	0.00	0.00	0.00	0.00	0.00
248-260-801-000	Contractual Services	0.00	0.00	0.00	0.00	0.00
248-260-801-002	Contr Services - Police Admin Fee	60,000.00	10,400.00	5,200.00	49,600.00	17.33
248-260-801-003	Contract Services - DPW Admin Fee	30,000.00	5,000.00	2,500.00	25,000.00	16.67
248-260-801-004	Contract Services - GF Admin Fee	70,000.00	11,666.66	5,833.33	58,333.34	16.67
248-260-801-005	Contractual Services- Township	2,700.00	0.00	0.00	2,700.00	0.00
248-260-801-012	Contractual Services-Parking Code Enforc	21,000.00	3,640.00	1,820.00	17,360.00	17.33
248-260-801-022	Cont Service-Police Crowd Control	20,000.00	3,466.66	1,733.33	16,533.34	17.33
248-260-801-023	Contract Services-DPW event support	10,000.00	1,733.34	866.67	8,266.66	17.33
248-260-801-033	Contract Services-DPW snow removal	15,000.00	2,600.00	1,300.00	12,400.00	17.33
248-260-805-000	Audit Fees	2,000.00	0.00	0.00	2,000.00	0.00
248-260-810-000	Legal Services	5,340.00	2,993.75	2,993.75	2,346.25	56.00
248-260-823-000	Website/Software	6,000.00	605.13	605.13	5,394.87	10.09
248-260-823-001	Municipal Software	5,000.00	104.00	104.00	4,896.00	2.08
248-260-829-000	Planner Services	5,000.00	0.00	0.00	5,000.00	0.00
248-260-851-000	Telephone	3,500.00	569.07	279.92	2,930.93	16.28
248-260-900-000	Printing and Publication	100.00	0.00	0.00	100.00	0.00
248-260-920-000	Utilities	4,000.00	237.58	237.58	3,762.42	5.94
248-260-921-000	Municipal Street Lighting	6,500.00	489.37	489.37	6,010.63	7.54
248-260-930-000	Repair and Maintenance	0.00	0.00	0.00	0.00	0.00
248-260-930-002	Building Maintenance	400.00	33.11	33.11	366.89	8.28
248-260-940-000	Equipment Rental	0.00	0.00	0.00	0.00	0.00
248-260-941-000	Office Rent	12,000.00	3,000.00	0.00	9,000.00	25.00
248-260-942-000	Office Expenses	4,000.00	46.74	46.74	3,953.26	1.17
248-260-942-019	Covid Office Expenses	0.00	0.00	0.00	0.00	0.00
248-260-946-000	Credit Card Fees	100.00	0.00	0.00	100.00	0.00
248-260-955-001	Credit Card Fees	0.00	0.00	0.00	0.00	0.00
248-260-956-000	Dues & Miscellaneous	1,500.00	465.00	375.00	1,035.00	31.00
248-260-957-000	Education & Training	4,500.00	0.00	0.00	4,500.00	0.00
248-260-958-000	General Activities Misc	0.00	0.00	0.00	0.00	0.00
248-260-958-019	Covid General Activities	0.00	0.00	0.00	0.00	0.00
248-260-961-000	Tax Tribunal Refunds	0.00	0.00	0.00	0.00	0.00
248-260-962-000	Mileage	500.00	0.00	0.00	500.00	0.00
248-260-965-101	Transfer Out - General Fund	0.00	0.00	0.00	0.00	0.00
248-260-965-401	Transfer to Capital Imp Fund	0.00	0.00	0.00	0.00	0.00
248-260-965-404	Transfer Out - DDA Property Acq Fund	157,500.00	157,500.00	157,500.00	0.00	100.00
248-260-974-000	Capital Outlay - Equipment	1,100.00	286.11	253.00	813.89	26.00
Total Dept 260 - GENERAL ACTIVITIES		603,586.00	234,079.94	199,082.02	369,506.06	38.78
Dept 725 - ORGANIZATION						
248-725-822-000	Newsletter	1,800.00	65.00	65.00	1,735.00	3.61
248-725-824-000	Volunteer Recognition & Dvp.	0.00	0.00	0.00	0.00	0.00
248-725-825-000	Gift Certificate Redemption	5,000.00	500.00	475.00	4,500.00	10.00
248-725-826-000	Historic Celebration/Education	500.00	0.00	0.00	500.00	0.00
248-725-827-000	Awareness Program	1,200.00	0.00	0.00	1,200.00	0.00
248-725-827-019	Covid Awareness Program/Organization	0.00	0.00	0.00	0.00	0.00

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REVENUE AND EXPENDITURE REPORT FOR VILLAGE OF LAKE ORION

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GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	YTD BALANCE 08/31/2023	ACTIVITY FOR MONTH 08/31/2023	AVAILABLE BALANCE	% BDC USI
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY FUND						
Expenditures						
248-725-864-000	Grant & Scholarship Distriubution	0.00	0.00	0.00	0.00	0.00
248-725-881-000	Merchandise to Sell	500.00	211.01	211.01	288.99	42.20
Total Dept 725 - ORGANIZATION		9,000.00	776.01	751.01	8,223.99	8.62
Dept 726 - DESIGN						
248-726-745-000	Beautification Supplies	1,500.00	132.00	132.00	1,368.00	8.80
248-726-746-000	Hanging Baskets	3,400.00	0.00	0.00	3,400.00	0.00
248-726-801-000	Contractual Services	5,200.00	475.00	475.00	4,725.00	9.10
248-726-843-000	Facade Program	7,800.00	0.00	0.00	7,800.00	0.00
248-726-845-000	Public Art Program	0.00	0.00	0.00	0.00	0.00
248-726-883-000	Banners and Holiday Lighting	6,600.00	2,762.26	2,762.26	3,837.74	41.85
248-726-975-001	Capital Outlay - Beautification	0.00	0.00	0.00	0.00	0.00
248-726-975-002	Capital Outlay - Streets	0.00	0.00	0.00	0.00	0.00
248-726-975-019	Covid Capital Outlay	0.00	0.00	0.00	0.00	0.00
Total Dept 726 - DESIGN		24,500.00	3,369.26	3,369.26	21,130.74	13.75
Dept 728 - ECONOMIC DEVELOPMENT						
248-728-801-000	Contractual Services	34,500.00	(1,000.00)	1,000.00	35,500.00	(2.90)
248-728-860-000	Trolley Expense	28,000.00	0.00	0.00	28,000.00	0.00
248-728-861-000	Survey Expense	0.00	0.00	0.00	0.00	0.00
248-728-862-000	Training Materials	0.00	0.00	0.00	0.00	0.00
248-728-864-000	Grant & Scholarship Distriubution	0.00	0.00	0.00	0.00	0.00
248-728-886-000	Marketing Materials	0.00	0.00	0.00	0.00	0.00
248-728-886-001	Blight Reduction	0.00	0.00	0.00	0.00	0.00
248-728-886-002	Social District	1,000.00	0.00	0.00	1,000.00	0.00
248-728-888-000	Brand Marketing	20,000.00	4,505.99	3,706.69	15,494.01	22.53
248-728-888-001	Contractual Services Brand Marketing	29,700.00	9,290.00	7,245.00	20,410.00	31.28
Total Dept 728 - ECONOMIC DEVELOPMENT		113,200.00	12,795.99	11,951.69	100,404.01	11.30
Dept 729 - PROMOTION						
248-729-880-000	Event Promotion	500.00	0.00	0.00	500.00	0.00
248-729-880-001	Event Promo - Gazebo Series	10,200.00	10,170.07	10,170.07	29.93	99.70
248-729-880-004	Event Promo - Halloween Parade	2,500.00	0.00	0.00	2,500.00	0.00
248-729-880-005	Event Promo - Hmtwn/Holiday Vill	8,500.00	1,290.00	1,290.00	7,210.00	15.18
248-729-880-006	Event Promo - New Years Res. Run	0.00	0.00	0.00	0.00	0.00
248-729-880-007	Event Promo - Flower Fair	0.00	0.00	0.00	0.00	0.00
248-729-880-008	Event Promo-Photo Contest	0.00	0.00	0.00	0.00	0.00
248-729-880-009	Event Promo-Lake Orion Love Shop to Win	0.00	0.00	0.00	0.00	0.00
248-729-880-010	Babes On Broadway	0.00	0.00	0.00	0.00	0.00
248-729-880-011	Restaurant week	0.00	0.00	0.00	0.00	0.00
248-729-880-012	Sing & Stroll Tree Lighting	12,000.00	3,909.47	3,909.47	8,090.53	32.58
248-729-880-013	SD Nights- Stronger Together Winter	600.00	0.00	0.00	600.00	0.00
248-729-880-014	Octoberfest	0.00	0.00	0.00	0.00	0.00

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GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	YTD BALANCE 08/31/2023	ACTIVITY FOR MONTH 08/31/2023	AVAILABLE BALANCE	% BDC USI
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY FUND						
Expenditures						
248-729-880-015	Winter Activities	10,200.00	0.00	0.00	10,200.00	0.00
248-729-880-016	Athletic Events-other	0.00	0.00	0.00	0.00	0.00
248-729-880-017	Movie Night	1,700.00	220.00	220.00	1,480.00	12.94
248-729-880-019	Covid Event Promotion	0.00	0.00	0.00	0.00	0.00
248-729-880-100	Stronger Together- smr fall	3,300.00	0.00	0.00	3,300.00	0.00
248-729-885-000	Port-A-Johns	2,200.00	620.00	620.00	1,580.00	28.18
248-729-895-000	Event Promo-Comm. Sponsorships	0.00	0.00	0.00	0.00	0.00
248-729-975-020	Capital Outlay Parks & rec	0.00	0.00	0.00	0.00	0.00
Total Dept 729 - PROMOTION		51,700.00	16,209.54	16,209.54	35,490.46	31.35
Dept 730 - CAPITAL PROJECTS						
248-730-253-885	Knox Box Grant Program	0.00	0.00	0.00	0.00	0.00
248-730-885-100	Knox Box Grant Program	4,000.00	0.00	0.00	4,000.00	0.00
248-730-931-000	Repair & Maintenance-Equipment	0.00	0.00	0.00	0.00	0.00
248-730-965-101	Transfer Out - General Fund	0.00	0.00	0.00	0.00	0.00
248-730-965-301	Interfund TRF 2023 DDA Bond Project	422,709.00	0.00	0.00	422,709.00	0.00
248-730-965-404	Transfer Out - DDA Property Acq Fund	0.00	0.00	0.00	0.00	0.00
248-730-965-592	Transfers To Water/Sewer Fund	0.00	0.00	0.00	0.00	0.00
248-730-975-000	Capital Outlay	23,969.00	0.00	0.00	23,969.00	0.00
248-730-975-003	DDA Capital Outlay	5,000.00	0.00	0.00	5,000.00	0.00
248-730-975-005	DDA Capital Outlay- Wayfinding/Lighting	0.00	0.00	0.00	0.00	0.00
248-730-975-006	DDA Capital Outlay - Parking	0.00	0.00	0.00	0.00	0.00
248-730-975-009	Capital Outlay - Dumpsters	30,000.00	0.00	0.00	30,000.00	0.00
248-730-975-011	Capital Outlay - Trail Extensi	10,000.00	0.00	0.00	10,000.00	0.00
248-730-975-015	Capital Outlay- Outdoor Sound	0.00	0.00	0.00	0.00	0.00
248-730-975-020	Capital Outlay Parks & rec	0.00	0.00	0.00	0.00	0.00
248-730-992-000	Bond Principal	0.00	0.00	0.00	0.00	0.00
248-730-995-000	Bond Interest	0.00	0.00	0.00	0.00	0.00
Total Dept 730 - CAPITAL PROJECTS		495,678.00	0.00	0.00	495,678.00	0.00
TOTAL EXPENDITURES		1,297,664.00	267,230.74	231,363.52	1,030,433.26	20.59
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY FUND:						
TOTAL REVENUES		1,288,623.00	35,792.67	27,572.97	1,252,830.33	2.74
TOTAL EXPENDITURES		1,297,664.00	267,230.74	231,363.52	1,030,433.26	20.59
NET OF REVENUES & EXPENDITURES		(9,041.00)	(231,438.07)	(203,790.55)	222,397.07	2,559.87
BEG. FUND BALANCE		638,446.44	638,446.44			
NET OF REVENUES/EXPENDITURES - 2022-23			(128,475.18)		(128,475.18)	
END FUND BALANCE		629,405.44	278,533.19			

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GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	YTD BALANCE 08/31/2023	ACTIVITY FOR MONTH 08/31/2023	AVAILABLE BALANCE	% BDC USI
Fund 301 - DOWNTOWN DEV BOND PROJECT 2023						
Revenues						
Dept 000 - REVENUE						
301-000-300-001	2023 Downtown Dev Tax Exempt Bond Project	0.00	0.00	0.00	0.00	0.00
301-000-300-002	2023 Downtown Dev Taxable Bond Project	0.00	0.00	0.00	0.00	0.00
301-000-664-000	Interest Earnings	0.00	273.14	0.00	(273.14)	100.00
301-000-671-999	Appropriation from Fund Balance	2,455,000.00	0.00	0.00	2,455,000.00	0.00
301-000-699-301	TRF in from DDA	0.00	0.00	0.00	0.00	0.00
Total Dept 000 - REVENUE		2,455,000.00	273.14	0.00	2,454,726.86	0.00
TOTAL REVENUES		2,455,000.00	273.14	0.00	2,454,726.86	0.00
Expenditures						
Dept 901 - 905						
301-901-930-000	Repair and Maintenance	0.00	0.00	0.00	0.00	0.00
301-901-950-000	Demolition & Land Improvement	0.00	0.00	0.00	0.00	0.00
301-901-956-000	Dues & Miscellaneous	0.00	0.00	0.00	0.00	0.00
301-901-971-000	Capital Outlay - Buildings	2,200,000.00	2,120,868.55	2,120,868.55	79,131.45	96.40
Total Dept 901 - 905		2,200,000.00	2,120,868.55	2,120,868.55	79,131.45	96.40
Dept 905 - Downtown Dev Bond 2023						
301-905-301-000	Bond Issuance Expenses	0.00	0.00	0.00	0.00	0.00
301-905-731-000	2023 Bond Taxable Issuance Expenses	1,000.00	500.00	0.00	500.00	50.00
301-905-731-001	2023 Tax exempt Bond Issuance Expense	1,000.00	500.00	0.00	500.00	50.00
301-905-992-003	2023 DDA bonds Taxable	75,000.00	0.00	0.00	75,000.00	0.00
301-905-992-004	2023 DDA BONDS TAX EXEMPT	180,000.00	0.00	0.00	180,000.00	0.00
301-905-993-001	2023 DDA bond taxable interest	62,000.00	0.00	0.00	62,000.00	0.00
301-905-993-002	2023 DDA tax exempt bond interest	106,000.00	0.00	0.00	106,000.00	0.00
Total Dept 905 - Downtown Dev Bond 2023		425,000.00	1,000.00	0.00	424,000.00	0.24
TOTAL EXPENDITURES		2,625,000.00	2,121,868.55	2,120,868.55	503,131.45	80.80
Fund 301 - DOWNTOWN DEV BOND PROJECT 2023:						
TOTAL REVENUES		2,455,000.00	273.14	0.00	2,454,726.86	0.00
TOTAL EXPENDITURES		2,625,000.00	2,121,868.55	2,120,868.55	503,131.45	80.80
NET OF REVENUES & EXPENDITURES		(170,000.00)	(2,121,595.41)	(2,120,868.55)	1,951,595.41	1,248.00
BEG. FUND BALANCE						
NET OF REVENUES/EXPENDITURES - 2022-23			4,944,949.68		4,944,949.68	
END FUND BALANCE						

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GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	YTD BALANCE 08/31/2023	ACTIVITY FOR MONTH 08/31/2023	AVAILABLE BALANCE	% BDC USF
Fund 404 - DDA PROPERTY ACQUISITION						
Revenues						
Dept 000 - REVENUE						
404-000-664-000	Interest Earnings	150.00	18.06	0.00	131.94	12.04
404-000-694-000	Miscellaneous Revenue	0.00	0.00	0.00	0.00	0.00
404-000-699-248	Interfund Transfer In - DDA	483,750.00	157,500.00	157,500.00	326,250.00	32.54
Total Dept 000 - REVENUE		483,900.00	157,518.06	157,500.00	326,381.94	32.54
TOTAL REVENUES		483,900.00	157,518.06	157,500.00	326,381.94	32.54
Expenditures						
Dept 901 - 905						
404-901-901-000	Debt Service- Parking Deck	168,750.00	0.00	0.00	168,750.00	0.00
404-901-930-000	Repair & Maintenance - Bldg	0.00	0.00	0.00	0.00	0.00
404-901-950-000	Demolition & Land Improvement	0.00	0.00	0.00	0.00	0.00
404-901-956-000	Miscellaneous	0.00	0.00	0.00	0.00	0.00
404-901-971-000	Capital Outlay - Building	0.00	0.00	0.00	0.00	0.00
404-901-980-248	Prop Acq Transfer to DDA	0.00	0.00	0.00	0.00	0.00
404-901-992-000	Bond Principal	300,000.00	300,000.00	300,000.00	0.00	100.00
404-901-995-000	Bond Interest	15,000.00	15,000.00	15,000.00	0.00	100.00
Total Dept 901 - 905		483,750.00	315,000.00	315,000.00	168,750.00	65.12
TOTAL EXPENDITURES		483,750.00	315,000.00	315,000.00	168,750.00	65.12
Fund 404 - DDA PROPERTY ACQUISITION:						
TOTAL REVENUES		483,900.00	157,518.06	157,500.00	326,381.94	32.54
TOTAL EXPENDITURES		483,750.00	315,000.00	315,000.00	168,750.00	65.12
NET OF REVENUES & EXPENDITURES		150.00	(157,481.94)	(157,500.00)	157,631.94	14,987.94
BEG. FUND BALANCE		222,473.45	222,473.45			
NET OF REVENUES/EXPENDITURES - 2022-23					104,367.25	
END FUND BALANCE		222,623.45	169,358.76			
TOTAL REVENUES - ALL FUNDS		4,227,523.00	193,583.87	185,072.97	4,033,939.13	4.54
TOTAL EXPENDITURES - ALL FUNDS		4,406,414.00	2,704,099.29	2,667,232.07	1,702,314.71	61.37
NET OF REVENUES & EXPENDITURES		(178,891.00)	(2,510,515.42)	(2,482,159.10)	2,331,624.42	1,403.38
BEG. FUND BALANCE - ALL FUNDS		860,919.89	860,919.89			
END FUND BALANCE - ALL FUNDS		852,028.89	447,891.95			

Attachment: august revenue and expenditure (6209 : Financial Reports)

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COMPARATIVE BALANCE SHEET FOR VILLAGE OF LAKE ORION

GL Number	Description	PERIOD ENDED 08/31/2022	PERIOD ENDED 08/31/2023
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY FUND			
*** Assets ***			
248-000-001-000	Cash	0.00	450.00
248-000-002-000	Cash Savings	19,484.28	(125,291.44)
248-000-007-000	Payroll-checking	0.00	(250.00)
248-000-010-000	Investment/LGIP County Inv	450,402.30	400,000.13
248-000-011-000	Cash - Payroll Savings	0.00	4,024.50
	Total Assets	469,886.58	278,933.19
*** Liabilities ***			
248-000-202-000	Accounts Payable	2,318.47	0.00
248-000-213-000	Accrued Property Tax - Est Chargebacks	400.00	400.00
	Total Liabilities	2,718.47	400.00
*** Fund Balance ***			
248-000-390-000	Fund Balance - Unassigned	638,446.44	638,446.44
	Total Fund Balance	638,446.44	638,446.44
Fund Balance Budgeted and Reserved			
	Current Budget Appropriation of Fund Balance		46,955.00
	Reserve For Operating Budget (20%)		170,000.00
	Reserve for Future Parking Expansion		<u>150,000.00</u>
	Subtotal Reserved & Budgeted Fund Balance		366,955.00
	Fund Balance -Undesignated		271,491.44
	Beginning Fund Balance	638,446.44	638,446.44
	Net of Revenues VS Expenditures - 22-23		(128,475.18)
	*22-23 End FB/23-24 Beg FB	509,971.26	
	Net of Revenues VS Expenditures - Current Year	(171,278.33)	(231,438.07)
	Ending Fund Balance	467,168.11	278,533.19
	Total Liabilities And Fund Balance	469,886.58	278,933.19

* Year Not Closed

Attachment: balance sheet august (6209 : Financial Reports)

Fund 301 - DOWNTOWN DEV BOND PROJECT 2023

*** Assets ***

301-000-002-000	CASH	0.00	2,823,354.27
	Total Assets	0.00	2,823,354.27

*** Liabilities ***

Total Liabilities	0.00	0.00
Beginning Fund Balance	0.00	0.00
Net of Revenues VS Expenditures - 22-23		4,944,949.68
*22-23 End FB/23-24 Beg FB	0.00	
Net of Revenues VS Expenditures - Current Year	0.00	(2,121,595.41)
Ending Fund Balance	0.00	0.00
Total Liabilities And Fund Balance	0.00	2,823,354.27

* Year Not Closed

Attachment: balance sheet august (6209 : Financial Reports)

Fund 404 - DDA PROPERTY ACQUISITION

*** Assets ***

404-000-002-000	Cash-Savings-DDA Property Acq.	222,500.24	169,358.76
	Total Assets	222,500.24	169,358.76

*** Liabilities ***

Total Liabilities	0.00	0.00
-------------------	------	------

*** Fund Balance ***

404-000-390-000	Fund Balance - Unassigned	222,473.45	222,473.45
	Total Fund Balance	222,473.45	222,473.45
	Beginning Fund Balance	222,473.45	222,473.45
	Net of Revenues VS Expenditures - 22-23		104,367.25
	*22-23 End FB/23-24 Beg FB	326,840.70	
	Net of Revenues VS Expenditures - Current Year	26.79	(157,481.94)
	Ending Fund Balance	222,500.24	169,358.76
	Total Liabilities And Fund Balance	222,500.24	169,358.76

* Year Not Closed

Attachment: balance sheet august (6209 : Financial Reports)



The mission of the Lake Orion DDA is to enhance the economic potential and preserve the historical character of the Lake Orion DDA District, *the heart and hub of the Orion Community*, through promotional activities and an organizational structure that focuses on community involvement with local businesses, residents and other stakeholders.

DDA Board Meeting

DATE: September 19, 2023
FROM: Molly LaLone, DDA Executive Director
SUBJECT: Bill Approval

Attached:

Invoice Register: These are the disbursements that took place last month.

Credit Card Report: Lists the detail for the credit charges shown in the invoice register.

Recommended Motion: (Roll Call)

To approve disbursements in the amount of \$42,275.66 for August 2023.

08/31/2023 07:53 AM
User: stouts
DB: Village Of Lake

INVOICE GL DISTRIBUTION REPORT FOR VILLAGE OF LAKE ORION
POST DATES 08/01/2023 - 08/31/2023
BOTH JOURNALIZED AND UNJOURNALIZED
BOTH OPEN AND PAID

Page: **8.1.a**

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check
Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY FUND					
Dept 260 GENERAL ACTIVITIES					
248-260-719-000	VILLAGE CONTRIBUTION	ALERUS FINANCIAL	DC VILLAGE CONTRIBUTIONS	695.28	
248-260-801-003	CONTRACTOR BAGS DDA 8/14	HOME DEPOT CREDIT SERVICES	DPW MULTIPLE PURCHASES	119.88	
248-260-810-000	LEGAL SERVICES	DAVIS LISTMAN PLLC	LEGAL SERVICES	1,904.75	322
248-260-810-000	248 LEGAL SERVICES	BEIER HOWLETT, P.C.	GENERAL MATTERS	1,089.00	322
248-260-823-000	DROPBOX - ANNUAL RENEWAL	COMERICA BANK	COMERICA - DDA - MOLLY LAI	605.13	2
248-260-823-001		GRANICUS	BOARDS & COMMISSIONS/ AGEN	104.00	322
248-260-823-001	AGENDA AND MINUTES 9/1-9/3	GRANICUS	BOARDS & COMMISSIONS/ AGEN	104.00	
248-260-851-000	118 N BROADWAY AUG7-SEP 6	COMCAST	118 N BROADWAY	189.86	322
248-260-851-000	TELEPHONE	MISWITCH COMMUNICATIONS	TELEPHONE	90.06	322
248-260-920-000	118 N BROADWAY	DTE ENERGY	DTE BILL	198.65	322
248-260-920-000	24 FRONT ST ACCT 9200 096	DTE ENERGY	24 FRONT ST DTE	16.35	322
248-260-920-000	118 N BROADWAY ACCT# 1000	CONSUMERS ENERGY	AUGUST ENERGY \$150.75	22.58	322
248-260-920-000	118 N BROADWAY	DTE ENERGY	DTE BILL	175.73	
248-260-921-000	165 S BROADWAY	DTE ENERGY	DTE BILL	19.51	322
248-260-921-000	380 S BROADWAY ACCT 91004	DTE ENERGY	DTE BILLS	469.86	322
248-260-921-000	165 S BROADWAY	DTE ENERGY	DTE BILL	19.63	
248-260-930-002	MAT	DARWEL ENTERPRISES LLC	BUILDING MAINT	33.11	322
248-260-942-000	AMAZON - OFFICE SUPPLIES	COMERICA BANK	COMERICA - DDA - MOLLY LAI	25.76	2
248-260-942-000	REIMBURSEMENT - OFFICE SUP	DIANE KOCHIS	REIMBURSEMENT	20.98	322
248-260-942-000	LABELS	ODP BUSINESS SOLUTIONS LLC	OFFICE SUPPLIES-DDA	92.64	
248-260-956-000	COMMUNITY MEMBER ANNUAL	FEMAIN STREET AMERICA	ANNUAL MEMBERSHIP	375.00	322
248-260-974-000	LENOVO LAPTOP REPAIR	TOM TOTZKE	LAPTOP REPAIR	253.00	323
Total For Dept 260 GENERAL				6,624.76	
Dept 725 ORGANIZATION					
248-725-822-000	SNAP RETAIL - NEWSLETTER	COMERICA BANK	COMERICA - DDA - MOLLY LAI	65.00	2
248-725-825-000	DOWNTOWN DOLLAR CERT #4336	SIMPLY MARCELLA	DOWNTOWN DOLLARS REDEMPTIC	25.00	322
248-725-825-000	DOWNTOWN DOLLARS #4271, 43	GREEN HIPPO GIFTS	DOWNTOWN DOLLARS REIMBURSE	50.00	322
248-725-825-000	DD REIMB #3987/3988/4248/40	AT SODA	DOWNTOWN DOLLARS REIMBURSE	100.00	322
248-725-825-000	DOWNTOWN DOLLARS REIMBURSE	HANSON'S RUNNING SHOP	DOWNTOWN DOLLARS REIMBURSE	275.00	322
248-725-825-000	DOWNTOWN DOLLAR REIMB #427	TWICE BLESSED	DOWNTOWN DOLLAR REIMB	25.00	323
248-725-825-000	DOWNTOWN DOLLARS (9 - \$25	SALON U	DOWNTOWN DOLLARS REDEMPTIC	225.00	
248-725-881-000	AMAZON - MERCHANDISE FOR F	COMERICA BANK	COMERICA - DDA - MOLLY LAI	211.01	2
Total For Dept 725 ORGANIZ				976.01	
Dept 726 DESIGN					
248-726-745-000	SHREDDED BARK 4 YARDS	ORION STONE DEPOT	SHREDDED BARK	132.00	322
248-726-801-000	DDA CLEANING JULY	PL CARPET CLEANING	MONTHLY CLEANING	475.00	322
248-726-801-000	DDA CLEANING AUGUST	PL CARPET CLEANING	MONTHLY CLEANING	475.00	
248-726-883-000	LIGHT POLE BANNER DESIGN	CANOE CIRCLE GRAPHICS	DESIGN	165.00	322
248-726-883-000	18" X 36" TWO SIDED 18OZ V	CUSTOM GRAPHIX SIGNWORKS	SUMMER BANNERS AND BRACKET	2,322.71	322
248-726-883-000	18" BANNER BRACKETS AND R	CUSTOM GRAPHIX SIGNWORKS	BANNER BRACKETS	274.55	322
Total For Dept 726 DESIGN				3,844.26	
Dept 728 ECONOMIC DEVELOPMENT					
248-728-801-000	Contractual Services	BAYLEY, ABIGAIL	STIPEND FOR INTERNSHIP	1,000.00	322
248-728-860-000	VEHICLE WRAP - TROLLEY	BROADWAY EMBROIDERY	VEHICLE WRAP - TROLLEY	1,937.00	
248-728-888-000	INV 1732 - MARKETING	20 FRONT STREET CONCEPTS,	BRAND MARKETING	300.00	321
248-728-888-000	FACEBOOK - BRAND MARKETING	COMERICA BANK	COMERICA - DDA - MOLLY LAI	323.10	2
248-728-888-000	MONTHLY BRAND MARKETING	VIEW NEWSPAPER GROUP	MONTHLY BRAND MARKETING	1,656.00	322
248-728-888-000	ORION LIVING MAGAZINE	CHARTER TOWNSHIP OF ORION	ORION LIVING	1,427.59	322
248-728-888-000	SPECIAL EVENT SIGNAGE	EPRINT SOLUTION LLC	EVENT SIGNAGE	732.40	
248-728-888-001	MONTHLY CONTRACTED MARKET	HUDSON COLLECTIVE	MONTHLY MARKETING/BRANDING	2,245.00	322
248-728-888-001	ANNUAL STRATEGY AND JULY	FHUDSON COLLECTIVE	ANNUAL STRATEGY SESSION AN	5,000.00	322
Total For Dept 728 ECONOMI				14,621.09	
Dept 729 PROMOTION					
248-729-880-001	2023 SPONSOR BANNER	EPRINT SOLUTION LLC	LO LIVE		

Attachment: august invoice register (6208 : Bill Approval)

08/31/2023 07:53 AM
User: stouts
DB: Village Of Lake

INVOICE GL DISTRIBUTION REPORT FOR VILLAGE OF LAKE ORION
POST DATES 08/01/2023 - 08/31/2023
BOTH JOURNALIZED AND UNJOURNALIZED
BOTH OPEN AND PAID

Page: **8.1.a**

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check
Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY FUND					
Dept 729 PROMOTION					
248-729-880-001	WALMART - LO LIVE!	COMERICA BANK	COMERICA - DDA - MOLLY LAI	127.07	2
248-729-880-001	LO LIVE SUMMER CONCERT SEF20 FRONT STREET CONCEPTS,		LO LIVE! MUSIC SERIES	10,000.00	322
248-729-880-005	DEPOSIT - HORSE & CARRIAGEBLACKSTONE STABLES		DEPOSIT FOR HORSE & CARRIA	1,290.00	322
248-729-880-012	SING AND STROLL	DAVID CHARLES EVENTS	SING AND STROLL 2023	3,909.47	322
248-729-880-017	OUTDOOR MOVIE NIGHT RENTAITAYLORED EVENTS LLC		OUTDOOR MOVIE NIGHT	220.00	323
248-729-885-000	PORT-A-JOHNS CHILDREN'S PATURNER SANITATION		PORT-A-JOHNS	310.00	322
248-729-885-000	HANDICAP UNIT - CHILDREN'STURNER SANITATION		PORT-A-JOHNS	310.00	322
Total For Dept 729 PROMOTI				16,209.54	
Total For Fund 248 DOWNTOW				42,275.66	

Attachment: august invoice register (6208 : Bill Approval)

08/31/2023 07:53 AM
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INVOICE GL DISTRIBUTION REPORT FOR VILLAGE OF LAKE ORION
POST DATES 08/01/2023 - 08/31/2023
BOTH JOURNALIZED AND UNJOURNALIZED
BOTH OPEN AND PAID

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check
Fund Totals:					
Fund 248 DOWNTOWN DEVELOPM				42,275.66	
				<hr/>	
				42,275.66	

Attachment: august invoice register (6208 : Bill Approval)

July 2023 Credit Card Report - submitted to VLO on: 8/3/2023				
Trans Date	Merchant	GL#	Explanation	Amount
7/3/2023	Facebook	248-728-888-000	Brand Mktg	\$ 9.75
7/5/2023	Google Storage	248-260-823-000	Website/Software	\$ 19.99
6/28/2023	Allied Media	248-728-888-000	Postage for Mailer	\$ 313.35
7/5/2023	Amazon	248-260-942-000	Office Supplies	\$ 25.76
7/7/2023	Flowcode	248-260-823-000	Website	\$ 9.95
7/11/2023	Walmart	248-729-880-001	Sponsor chairs for LOLive	\$ 127.07
7/11/2023	Amazon	248-725-881-000	Branded Merch for sale	\$ 11.99
7/12/2023	SnapRetail	248-725-822-000	Newsletter	\$ 65.00
7/11/2023	Amazon	248-725-881-000	Branded Merch for sale	\$ 199.02
7/18/2023	Dropbox	248-260-823-000	Website/Software	\$ 199.00
7/17/2023	Ionos	248-260-823-000	Website	\$ 19.00
7/22/2023	Adobe	248-260-823-000	Website / Software	\$ 21.19
7/24/2023	ClickUp	248-260-823-000	Website/Software	\$ 336.00
			TOTAL	\$ 1,357.07



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DDA Board Meeting

DATE: September 19, 2023
FROM: Molly LaLone, DDA Executive Director
SUBJECT: DDA 2023-2024 Budget Amendment - Legal Services

Financial Impact:

This budget amendment is to cover additional legal services.

Fiscal Year	GL #	Description	Budget	Available Balance	Action Item Cost	Remaining Balance
	248-260810-000	Legal Services	5,340	2,346		
		Declaratory Action - August 2023			5,893	-3,547
		Declaratory Action - September Estimate			5,000	-8,547

GL #	ACCT NAME	ADOPTED	AMENDED	YTD ACTUAL	REVENUE CHANGE	EXPENDITURE CHANGE	NEW AMENDED BUDGET	REASON
248-260810-000	Legal Services	6,868	5,340	2,994		11,000	16,340	to reflect actual costs
248-000-671-999	Appropriation from Fund Ba	46,955	96,459	-	11,000		\$ 107,459	to reflect actual costs

YTD Ending Fund Balance for Fund 248 General Fund as of 8/31/2023 is \$278,933. Fund reserve minimum requested by DDA Board is \$170,000. The DDA Board can make this budget amendment without dipping into the Fund reserve.

Recommended Motion #1 (Roll Call): To increase 248-260-810-000 Legal Services by \$11,000 and;

To Increase 248-000-671-999 Appropriation From Fund Balance by \$11,000

GL #	ACCT NAME	ADOPTED	AMENDED	YTD ACTUAL	REVENUE CHANGE	EXPENDITURE CHANGE	NEW AMENDED BUDGET	REASON
248-260810-000	Legal Services	6,868	5,340	2,994		11,000	16,340	to reflect actual costs
248-000-671-999	Appropriation from Fund Ba	46,955	96,459	-	11,000		\$ 107,459	to reflect actual costs

Recommended Motion #2: To authorize forwarding the budget amendments to the Village Council for approval.



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DDA Board Meeting

DATE: September 19, 2023
FROM: Molly LaLone, DDA Executive Director
SUBJECT: RFQ Approval - Demolition

Attached:

Demolition Request for proposal

Background Information:

This is a bid for demolition of 215 N. Broadway. Per purchasing policy, the DDA board approves the publication of the bid. Please choose three board members to review the proposals on October 12th. The proposals will be distributed electronically.

PRELIMINARY SCHEDULE

DDA Board Approval to request proposals	September 19, 2023
RFQ Available (Website and MITN))	September 20, 2023
Questions due	October 4, 2023
Questions Answered no later than	October 9, 2023
Receive proposals	October 11, 2023
Proposals opened	October 12, 2023
Selection	October 17, 2023

Is this a DDA Priority? (***Bold and Underline***)

(NO) or If yes, see below:

1. Dumpster Enclosures
2. Downtown Lighting

3. Gazebo Electrical Improvements

4. EV Charging Stations

5. Property Acquisition

Previously Budgeted ?	<u>Yes</u>	No
-----------------------	------------	----

Financial Impact:

The funds for this project will come from the 303 fund for the Lake Orion Lumberyard Project.

Recommended Motion: To approve publication of the Demolition RFQ and;

to appoint the following three board members to review and evaluate the proposals:



118 N. Broadway, Lake Orion, MI 48362
 Phone: 248-693-9742 Fax: 248-693-9749
www.downtownlakeorion.org

*The mission of the Lake Orion DDA is to enhance the economic potential and preserve the historical character of the Lake Orion DDA District, **the heart and hub of the Orion Community**, through promotional activities and an organizational structure that focuses on community involvement with local businesses, residents, and other stakeholders.*

September 15, 2023

Quotes for **DEMOLITION SERVICES** are being accepted.

Quotes must be **EMAILED TO:**

Diane Kochis, Office@downtownlakeorion.org

And

Molly LaLone, Director@downtownlakeorion.org
 ON, or by 11:00pm, on Wednesday, October 11, 2023

Quotes received after 11:00 PM of the date they are due will not be accepted or will be marked late, and retained unopened. Quotes will be reviewed Thursday, October 12, 2023.

Addenda, clarifications and changes to the documents must be obtained online by registering (free registration available) for the MITN system as follows: 1) go to www.mitn.info, 2) review the vendor registration options that are available to vendors, and then 3) select vendor registration at the bottom of the page to register and then, 4) sign up to register.

Quote tabulations will be posted on MITN.

The Village of Lake Orion reserves the right to accept or reject any and all Quotes and to waive any and all irregularities or split award by items, unless otherwise stipulated, and to accept the quote which will serve its interest.

Additional information regarding this quote or any questions can be answered by contacting the Molly LaLone of the Village of Lake Orion Downtown Development Authority, preferably by e-mail, director@downtownlakeorion.org, subject:

DEMOLITION SERVICES

Sincerely,

Molly LaLone
 Executive Director
 Lake Orion Downtown Development Authority

Attachment: demolition services RFQ 2023 (6248 : RFQ Approval - Demolition)

REQUEST FOR QUOTES - DEMOLITION SERVICES

OVERVIEW

The Lake Orion Downtown Development Authority requests a proposal for the below services, the proposal should include a scope of work and a cost proposal. All bidders must be qualified professionals, please provide references and proof of insurance.

The bid specifications were approved by the DDA Board of Directors on September 19, 2023. This request is publicly advertised on the DDA web site, and on MITN for the following time period: September 20, 2023 to October 11, 2023

Late responses will not be accepted. Responses not meeting terms may be rejected. If at least three responses are not received the DDA Executive Director may require a re-bid. The proposals shall be analyzed (based upon the "best overall value" to the DDA) and documented including Board member or staff recommendations.

SCOPE OF SERVICE

The Lake Orion Downtown Development Authority seeks demolition services to clear 215 S. Broadway Lake Orion MI 48362, formerly Lake Orion Lumberyard. The major work should be completed before the ground is fully frozen and fully completed no later than April 15, 2023.

A tour of the property is required prior to acceptance of a quote. Please call the DDA office, 248-693-9742 to schedule a tour. Tours will be held 11am 9/27/23, 3pm 10/4/23, and 10am 10/6/23.

Additional information about this property is published. Please follow this [link](#) to see the following reports:

- Structure Conditions Study
- Baseline Environmental Assessment (BEA) Report

Quotes should include:

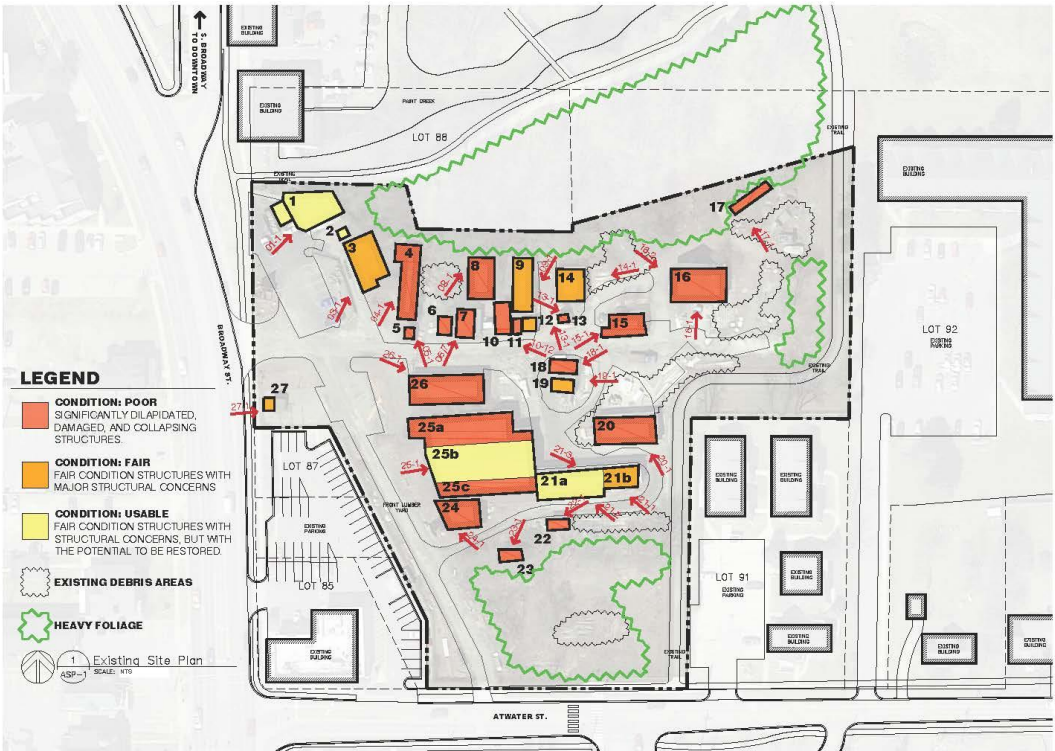
1. Demolish and removal of all enclosed and open structures, including slabs, foundations and footings
2. Demolish and remove debris including heavy equipment such as vehicles and materials, except the office building located in the Northwest corner of the property.
3. Remove all asphalt.
4. Seed and straw finish.
5. Copy of current insurance.
6. Completion of permits.
7. Payment Terms
8. Any restrictions or extra charges that could be incurred
9. Bid alternate 1: demolition the office building and its basement located in the Northwest corner of the property.
10. Termination of utilities for some structures will be required, contractor to coordinate with the Village and DDA.

MAP



EXISTING SITE CONDITIONS
Conditions Diagram

AUGER KLEIN ALLER ARCHITECTS



EXISTING SITE CONDITIONS - Conditions Diagram

REQUEST FOR QUALIFICATIONS

1. Business Name
 - a. Areas of specialty.
 - b. Years in business.
2. Business Address
 - a. Address for Business
 - b. Mailing address (if different than business address)
3. Personnel
 - a. Principal contact (name, phone number, email) of the firm.
 - b. Other key personnel names who will be used for DDA business.
4. Experience - provide a short narrative (no more than two (2) pages) detailing previous experience providing this service. To include, but not necessarily be limited to: previous municipalities (if applicable), events, etc.
5. Provide evidence of a comprehensive liability and workers compensation insurance policy for all staff assigned to work for the DDA.
6. Note any exceptions or deviations to the required scope of services outlined in Scope of Service section.
7. Has the business been in bankruptcy, reorganization or receivership in the last five (5) years?
8. Pricing - note the DDA currently prefers an itemized quote of services and charges.

Attachment: demolition services RFQ 2023 (6248 : RFQ Approval - Demolition)

EVALUATION CRITERIA

The DDA will only review complete proposals received by the specified deadline and per the listed requirements. Finalists shall be scored and ranked based on criteria which includes, but is not limited to:

- Technical approach to the project.
- Professional qualifications, expertise, quality and depth of key personnel with similar projects.
- Previous experience and successful record with similar projects.
- A competitive and reasonable fee, estimated costs, and the flexibility to adjust the proposed work program, in order to meet budget restraints, if required.

The Village of Lake Orion DDA reserves the right to interview any number of qualifying performing artists/businesses as part of the evaluation process. The decision as to which firm to contact (if any) shall be analyzed (based upon the "best overall value" to the DDA) and documented including Board member or staff recommendations. Meetings with short-listed proposers will provide additional information and criteria upon which the DDA will base its selection decision. The DDA reserves the right to select, and subsequently recommend for award the proposed firm(s)' services which best meets its required needs, quality levels and budget constraints. Award shall be made by the DDA Board of Directors.

The bid specifications were approved by the DDA Board of Directors on September 19, 2023. This request will be publicly advertised on the DDA web site, and on MITN for the following time period: September 20, 2023 to October 11, 2023. Late responses will not be accepted. Responses not meeting terms may be rejected. If at least three responses are not received, the DDA Executive Director may require a re-bid.

PRELIMINARY SCHEDULE *(The following are estimated dates and are not binding)*

DDA Board Approval to request proposals	September 19, 2023
RFQ Available (Website and MITN))	September 20, 2023
Questions due	October 4, 2023
Questions Answered no later than	October 9, 2023
Receive proposals	October 11, 2023
Proposals opened	October 12, 2023
Selection	October 17, 2023

NON-DISCRIMINATION CLAUSE

In the performance of any contract or purchase order resulting wherefrom, the contractor agrees to obey and abide by all the laws of the State of Michigan relating to the employment of labor and public work, and all ordinances and requirements of the village regulating or applying to public improvements. Furthermore, the contractor agrees not to discriminate against any employee or applicant for employment, to be employed in the performance of this contract or purchase order, with respect to his or her hire, tenure, terms, conditions or privileges or employment because of religion, race, color, national origin, ancestry, age, sex, gender identity, sexual orientation, height, weight, marital status, or physical or mental disability, except when said disability prevents such individual from performing the essential job functions, and the disability cannot be reasonably accommodated. The contractor further agrees that every subcontract entered into for the performance of this contract or purchase order will contain a provision requiring nondiscrimination in employment, as herein specified, binding upon each subcontractor. Breach of this covenant may be regarded as a material breach of the contract or purchase order.

ETHICS POLICY

Gratuities: It shall be unethical for any person to offer, give, or agree to give any village employee or former village employee, or for any village employee or former village employee to solicit, demand, accept, or agree to accept from another person, a gratuity or an offer of employment from another person, a gratuity or an offer of employment in connection with any decision, approval, disapproval, recommendation, or preparation of any part of a program requirement or a purchase request, influencing the content of any specification or procurement standard, request for ruling, determination, claim or controversy, or other particular matter, pertaining to any program requirement or a contract or subcontract, or to any solicitation or proposal therefore.

Kickbacks: It shall be unethical for any payment, gratuity, or offer of employment to be made by or on behalf of a subcontractor under a contract to the prime contractor or higher tier subcontractor or any person associated therewith, as an inducement for the award of a subcontract or order.

ADA COMPLIANCE

The Village of Lake Orion will provide necessary, reasonable auxiliary aids and services, and provide assistance in filling out forms, to individuals with disabilities when doing business with the Village of Lake Orion. Individuals with disabilities requiring such auxiliary aids or services should contact the Village of Lake Orion by writing or calling:

Susan Galeczka
(248) 693-8391 x 102
galeczkas@lakeorion.org
21 E. Church St. Lake Orion, MI 48362

Bid Form – DEMOLITION SERVICES***Requested by Lake Orion Downtown Development Authority*****Bid Opening: October 12, 2023**

The undersigned hereby declares that he/she has carefully examined the instructions and specifications as listed in the Bid Packet. The undersigned declares the prices set forth in this bid do cover all the requirements listed in the bid packet "Demolition Services".

It is understood and agreed that all bid prices shall remain in effect for at least ninety (90) days from the date of the bid opening to allow for the award of the bid, and that the prices bid will remain firm through invoice.

The Lake Orion Downtown Development Authority reserves the right to split or abstract any or all bid proposals and award multiple contracts from the same quotation, based on price, availability and service, when in its judgment it best serves the Village of Lake Orion and the Lake Orion Downtown Development Authority.

-Attach Bid Sheet-**BIDDERS**

Name of Bidder: _____

Address: _____

Telephone No.: _____ Email Address: _____

Authorized Signature: _____ Date: _____

Entity's Name & Address, Contact Information & Phone Numbers

1) _____

2) _____

3) _____

Attachment: demolition services RFQ 2023 (6248 : RFQ Approval - Demolition)



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DDA Board Meeting

DATE: September 19, 2023
FROM: Molly LaLone, DDA Executive Director
SUBJECT: Staffing Approval - Seasonal Part Time Summer Events

Attached:

Resume - Arizona Goulet

Background Information:

Financial Impact:

GL #	Description	Budget	Available Balance	Action Item Cost	Remaining Balance
248-260-706-000	Wages - Event Coordinator	\$ 33,280			
	Abbey Bayley (July 1 - September 30)			\$ 5,000	\$ 28,280
	Arizona Goulet (October 1 - June 30)			\$ 28,160	\$ 120
	Event Coordinator	Weeks	Hours	Rate	Total
	Arizona Goulet (September 25 - June 30)	40	32	\$ 22	\$ 28,160

Recommended Motion: (roll call)

To hire Arizona Goulet as Permanent part time events coordinator for up to 32 hours weekly (based upon quarterly average) at \$22/hour from 248-260-706-000 Wages - Event Coordinator.

Arizona Goulet

Marketing and Communications Specialist

Dryden, MI

arizona.goulet5@gmail.com

+1 810 322 0154

Marketing professional with experience creating and executing successful digital, social media, and traditional marketing campaigns. I have a proven track record of driving results and achieving objectives, and I am confident in my ability to help your business reach its full potential.

Authorized to work in the US for any employer

Work Experience

Marketing and Communications Specialist

Lapeer County Community Mental Health - Lapeer, MI

August 2022 to August 2023

- Develop and manage content for the organization's website, ensuring it is informative, engaging, and user-friendly.
- Create and maintain a strong presence on social media platforms, including Facebook, LinkedIn , and Instagram, by developing and posting relevant and compelling content.
- Design marketing materials such as brochures, flyers, and advertisements to effectively communicate the organization's services and programs.
- Collaborate with internal teams to gather information about mental health programs, events, and success stories to be used in communication materials.
- Monitor analytics to track the effectiveness of communication and marketing efforts, making necessary adjustments as needed.
- Stay up-to-date with industry trends and best practices in communication and marketing to ensure the organization remains current.

Marketing Coordinator

Douglas Water Conditioning - Waterford, MI

March 2021 to October 2022

- Designed successful marketing campaigns.
- Conducted market research and data for monthly reports.
- Managed and optimized the website and social media content to ensure high viewer engagement and conversion rates.
- Tracked the effectiveness of all advertising campaigns and made improvements when necessary.

- Orchestrated events and promotional activities. Networking events through multiple chamber of commerce groups.

Executive Marketing Assistant

Llink Technologies - Brown City, MI

March 2018 to December 2020

- Assisted in developing Covid-19 PPE.
- Tracked sales and inventory.
- Researched market trends.
- Promoted products by contacting schools and businesses and offered samples to them.

Education

Bachelor of Arts in Communications and Marketing

Central Michigan University - Mount Pleasant, MI

May 2017 to May 2021

High school diploma

Almont High School - Almont, MI

September 2013 to February 2017

Skills

- Event Planning (2 years)
- Social Media Management (3 years)
- Sales Experience (5 years)
- Public Speaking (3 years)
- Google Analytics (3 years)
- Microsoft Office (4 years)
- Facebook Advertising (2 years)
- Project management
- SEO (3 years)
- Content Creation (4 years)
- Digital Marketing (3 years)

Links

<http://linkedin.com/in/arizona-goulet-9b4b4b20a>

<https://thecountypress.mihomepaper.com/articles/dont-judge-a-book-by-the-cover-unless-you-read-the-pages/>

Awards

Student Ambassador

March 2016

I won this award from a non-profit organization, Defeat the Label. It was for speaking at different events around Michigan. I told my story at multiple events to hundreds of people hoping I could inspire them to keep going through the hard parts of life.

Certifications and Licenses

Digital Marketing for Business Certification

November 2022 to Present

Assessments

Administrative assistant/receptionist — Proficient

March 2022

Using basic scheduling and organizational skills in an office setting

Full results: [Proficient](#)

Marketing — Proficient

July 2022

Understanding a target audience and how to best communicate with them

Full results: [Proficient](#)

Social media — Proficient

July 2022

Knowledge of social media techniques and analytics interpretation

Full results: [Proficient](#)

Social media — Proficient

December 2021

Knowledge of popular social media platforms, features, and functions

Full results: [Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.

Groups

Defeat the Label

December 2016 to September 2018

As the student ambassador, I spoke for this non profit organization all around Michigan telling my experiences with bullying in school. The speech I gave at Comerica Park for the Strike Out Bullying

event was an experience I'll never forget. I helped hundreds of people understand that they are not alone and there is help out there.

Simple Girl

November 2020 to Present

My mother was diagnosed with breast cancer in November of last year. She started a jewelry business called Simple Girl to raise money to donate to breast cancer research. I am in charge of her social media marketing. We have raised thousands of dollars for breast cancer research.

Fenton Linden Chamber of Commerce

July 2021 to Present

Waterford Chamber of Commerce

October 2021 to Present

Clarkston Chamber of Commerce

July 2022 to Present

Lapeer Area Chamber of Commerce

May 2023 to Present



The mission of the Lake Orion DDA is to enhance the economic potential and preserve the historical character of the Lake Orion DDA District, *the heart and hub of the Orion Community*, through promotional activities and an organizational structure that focuses on community involvement with local businesses, residents and other stakeholders.

DDA Board Meeting

DATE: September 19, 2023

FROM: Molly LaLone, DDA Executive Director

SUBJECT: 2024 MSOC Technical Support/Tech Visit Request

Background Information: As an accredited Main Street Community, the Lake Orion Downtown Development Authority may receive consulting services valued up to \$7,000 annually.

- The application for these funds is named Technical Support/Tech Visit Request
- It requires a motion by the board agreeing to two projects
- The application is due September 30, 2023

Technical support helps a community pursue enhancement of their downtown district, or historic commercial corridor. Main Street Oakland County provides additional consultant expertise from a national pool of consultants, and provides limited financial assistance to complete the technical request.

Examples of technical support projects are:

Organization Support: Organizational planning, fundraising plans and documents, organizational plans, volunteer development strategies, workplan development, community visioning, organizational and promotional materials including websites.

Economic Vitality Specialized Project Planning: Specialized project consulting for specific needs to the district such as studies, design schematics, real estate proformas, property re-development plans, business development/recruitment support. "Pop Up" Development, consumer survey research.

Design and PlaceMaking: Contributions to specific capital improvements in public areas such as parks, parklets, gateways, historic markers, way finding, public art, trails, gardens, National Register nominations, design guideline development, parking enhancements and planning.

Promotional and Marketing: Branding, Promotional materials for events, consumer

marketing materials for the District, Visitors/Tourism Program support.

Knowledge Building: Tuition and limited travel to presentations or workshops for topics related to a district's development or transformation strategy, or to bring special workshop training to your community.

Is this a DDA Priority? (Bold and Underline)

(**NO**) or If yes, see below:

1. Dumpster Enclosures
2. Downtown Lighting
3. Gazebo Electrical Improvements
4. Property Acquisition

Previously Budgeted for 2020-2021?			<u>Yes</u>	No
GL #	Description	22-23 Budget	Action Item Cost	Remaining Balance
248-260-829-000	Planner Services	5,000		
	Strategic and Financial Planning		5,000	0

Director Recommendation: To request a consultant to work with the board to create a fundraising plan to help expand our alternative sources of income and to cover potential funding gaps each year.

Recommended Motion:

To apply for an MSOC Technical Support/Tech Visit to pay for one of the following two options: 1.A fundraising plan and 2. A Direct Mail Campaign.

MSOC Tech Visit 2024 request worksheet

1. Past Tech Visits

2023	Advocacy Direct Mail Campaign	Idea39
2022	Parking Study	Rich & Assoc.
2021	Legal Review	Miller Canfield
2019	Destination Business Boot Camp	Jon Schallert
2018	Parking Study	Rich and Assoc.
2017	Wayfinding	Lakota
2016	Main Street Refresh	Main Street America/MSOC

2. Past Annual Evaluation: areas of needed improvement

- Advocacy
- Alternative sources of funds
- transformation strategy
- Parking Plan
- Communication and public relations

3. Challenges

- Fundraising plan
- Develop a transformation strategy
- multimodal transportation plan
- develop an ambassador program for advocacy and improved relationships

4. Asset/Opportunities

- Development along Lakeshore in commercial corridor
- Development adjacent to Downtown Center

5. Request Description

Option #1: Fundraising Plan

To hire Heritage Consulting Inc. to assist the DDA in creating a fundraising plan. The project would include DDA Board Member training about their fundraising role and setting their fundraising goals.

Option #2: Goodwill/Educational Direct Mail Campaign

To hire a Idea39 to create and Implement a Direct Mail Campaign to educate the public about the Lake Orion DDA and its Main Street Program and provide updates about our current projects.

The Campaign would include multiple topics regarding the following:

1. DDA in general
2. Project Updates



The mission of the Lake Orion DDA is to enhance the economic potential and preserve the historical character of the Lake Orion DDA District, *the heart and hub of the Orion Community*, through promotional activities and an organizational structure that focuses on community involvement with local businesses, residents and other stakeholders.

DDA Board Meeting

DATE: September 19, 2023
FROM: Molly LaLone, DDA Executive Director
SUBJECT: Training Opportunities

Attached:

Lake Orion Training Strategy Calendar

MDA Annual Conference - November 2-3, Birmingham MI

Shop OC Main Street Opening Ceremony September 23 (Downtown Day), Rochester MI

Digital Marketing Workshop, September 26, 8:30am-11:30am, Waterford Oaks Activity Center

Background Information:

In June 2022, the DDA Board adopted the Village of Lake Orion Development Training Strategy.

August 2022: Pop-up Placemaking

September 2022: Minus Minimums

November 2022: Capital Improvement Plans - A

January 2023: Capital Improvements Plans - B

March 2023: RRC QuickSheet Budget Impacts

June 2023 : AARP Livability - Economic Development Workbook

July 2023: Planning for Electric Vehicles (EV): What does you community need to know?

September 2023: Hands-On Community Engagement:
<https://youtu.be/cgbTDJXsqlo?si=NtISPRrHZ4xqmCcm>

September 2023	Hands-On Community Engagement	For two decades, James Rojas and John Kamp have been looking to art, creative expression, and storytelling to shake up the classic community meeting.	Dream • Play • Build: Hands-On Community Engagement for Enduring Spaces and Places
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As part of our National accreditation for Main Street, we do need to show Board member and staff education. This training strategy helps us fulfill this requirement.

Please provide feedback during member comments regarding any training you partake in.

Is this a DDA Priority? (Bold and Underline)

(NO) or If yes, see below:

1. Dumpster Enclosures
2. Downtown Lighting
3. Gazebo Electrical Improvements
4. EV Charging Stations
5. Property Acquisition

Financial Impact: No cost

Recommended Motion: Receive and File



Village of Lake Orion

Development Training Strategy

Last Updated:
April 2022

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General Information

Introduction

The Village of Lake Orion encourages ongoing training for staff, elected official, and appointed officials charged with making development related decisions for the community. The Village of Lake Orion engaged with the Michigan Economic Development Corporation's (MEDC) Redevelopment Ready Communities (RRC) program in September 2019 to help enhance its local planning, zoning, and development review process. Since that time, the village has made steady progress towards achieving RRC Essentials status and continues to work towards establishing an effective and useful method of keeping local officials up to date on critical development concepts.

In recognition of the village's self-investment in other RRC Best Practices, RRC staff has dedicated time and resources to provide this training strategy as a direct form of technical assistance to the village. The village incurred no cost for this project aside from a small amount of time to coordinate with RRC staff and ask officials to take a brief survey and review the draft document prior to finalization.

The Development Training Strategy aims to help identify resources available to these individuals to foster a more productive, collaborative, and informed decision-making process. This guide is not meant to be an exhaustive list of trainings available, but to be used to encourage continuing education and explore potential opportunities for such. The availability of trainings listed in this guide is subject to change at any time.

The RRC program includes best practices and benchmarks related to recruitment and training for the community's development-related boards/commissions. Lake Orion' development decision-making boards and commissions include the following:

Village Council
Planning Commission
Downtown Development Authority
Zoning Board of Appeals

Specifically, [Best Practice 4.6](#) encourages communities to adopt a more strategic approach to training to ward off fatigue, apathy, and general time constraints that can hinder delivery of necessary training for board members to stay up to date on the information needed to make informed decisions. As with any strategic document, it establishes high level goals which are realized via the specific training strategies for each board. The goals have been extrapolated from the Lake Orion 2022 Training Survey and are as follows:

- Goal 1:** Expand the village's toolbox of training to include new methods and resources.
- Goal 2:** Meet the established annual training hours for each board.
- Goal 3:** Tie training activity to established local goals and needs.
- Goal 4:** Enhance board and commission knowledge for enhanced community outcomes.

Initial Assessment

This strategy aims to identify goals and expectations for training opportunities, identify ongoing funding sources for those opportunities, and identify how training is encouraged. To inform this strategy, a survey was sent out in February of 2022 to all Lake Orion Council Members, Downtown Development Authority Members, Planning Commission Members, and Zoning Board of Appeals Members. Of the twenty members, seven responded to the survey (not including the Village Manager), providing an 35% response rate. [Members were asked a total of 13 questions and a summary of those questions and results can be found by following this link.](#) All the information contained in this Guide is based on the responses provided by board and commission members. All development related boards and commissions should discuss training opportunities annually and determine needs as they arise. The Guide is to be updated every other year, at the beginning of each new calendar year. A new survey should be conducted each year to solicit the training preference of board and commission members and the updated Guide should be built accordingly.

Importance of Training

Members of Lake Orion's development related boards and commissions make important decisions for the community which can reach far into the future. As such, it is important to prioritize continued education and onboarding training for appointed and elected board members and staff. Ongoing training is an important form of risk management that will help the village avoid potential planning and zoning lawsuits. Training also helps align the Master Plan goals and objectives with the Village's planned projects and utilization of resources.

Staff Contact

Each Board and Commission member is encouraged to reach out to their staff liaison with suggestions and requests for training. Although this guide provides a recommendation on training curriculum, it is important that boards and commission members communicate to village staff if they are interested in certain training opportunities to pursue, either individually or as a group. Village staff will communicate potential training opportunities to boards and commission members as they become available.

Joe Young, Village Manager - youngj@lakeorion.org

Susan Galeczka, Clerk - galeczkas@lakeorion.org

Molly LaLone, DDA Executive Director - director@downtownlakeorion.org

Hunter Whitehill, Economic Development Director – zoning@lakeorion.org

Types of Training

Article Discussions

Staff may present articles of interest and relevance which may facilitate general group education and discussion.

Webinars & YouTube Videos

Many of our training partners and organizations offer online resources and presentations on relevant development and land-use topics. Webinars allow individuals to save time and money, avoid the need to travel, and gain an added element of convenience and flexibility to suit trainee's schedules.

On-Site Training Workshops

This allows for training topics to be brought in-person to Village Hall, these types of trainings are typically provided by industry professionals or other experts in the field. It is more convenient and often more cost-effective for large groups rather than traveling to an off-site conference. On-site workshops also allow for collaboration between boards and commissions and potentially with other communities.

Off-Site Conferences and Workshops

These trainings are available across Michigan and the country. They cover a wide variety of topics and allow for networking in addition to educational benefit.

Training Resources

The following organizations offer relevant trainings, workshops, and conferences which may be available to Lake Orion's development related elected and appointed officials and staff members.

880 Cities	www.880cities.org
AARP Livable Communities	https://www.aarp.org/livable-communities/
American Planning Association (APA)	www.planning.org
City Lab	www.citylab.com
Community Economic Development Association of Michigan (CEDAM)	https://cedamichigan.org/
Congress for New Urbanism (CNU)	www.cnu.org
Desegregate Connecticut	https://www.desegregatect.org/data
Form Based Code Institute (FBCI)	www.formbasedcodes.org
Governing	https://www.governing.com/
International City Managers Association (ICMA)	www.icma.org
International Downtown Association	https://downtown.org/
International Economic Development Council	https://www.iedonline.org/
Michigan Association of Planning (MAP)	https://www.planningmi.org/
Michigan Department of Environment, Great Lakes, and Energy (EGLE)	https://www.michigan.gov/egle/
Michigan Department of Natural Resources (DNR)	https://www.michigan.gov/dnr/
Michigan Downtown Association (MDA)	https://www.michigandowntowns.com/
Michigan Economic Development Corporation (MEDC)	https://www.michiganbusiness.org/
Michigan Municipal League (MML)	https://www.mml.org/
Michigan State Housing Development Authority (MSDHA)	https://www.michigan.gov/mshda
Michigan State University Extension (MSU-E)	https://www.canr.msu.edu/planning/planning_and_zoning_resources/
National Development Council	https://ndconline.org/
National League of Cities	https://www.nlc.org/resources-training/
National Main Street Program	https://www.mainstreet.org/home
Not Just Bikes YouTube	https://www.youtube.com/c/NotJustBikes/featured
Planetizen	https://www.planetizen.com/
Planetizen Courses	https://www.youtube.com/c/PlanetizenCourses/featured
Recast City	https://www.recastcity.com/
Redevelopment Ready Communities Library	https://www.miplace.org/rrclibrary/
Sightline	https://www.sightline.org/
Smart Growth America	https://smartgrowthamerica.org/
Southeast Michigan Council of Governments (SEMCOG)	https://semcog.org/
State Historic Preservation Office (SHPO)	https://www.miplace.org/historic-preservation/
StrongTowns	https://www.strongtowns.org/
Tactical Urbanism Guides	http://tacticalurbanismguide.com/guides/

Policies and Procedures

Training Expectations

Redevelopment Ready Communities encourages the village to establish annual training targets for members. Doing this in the form of hours allows the village to measure progress but also affords flexibility to members to meet those goals in whatever way is easiest for them. Each development related board and commission member, with the exception of the zoning board of appeals, shall attend a minimum of six hours training annually. It is recommended that least one hour of that training should be completed independently, outside of regular meetings.

Village Council	6 hours annually
Planning Commission	6 hours annually
Downtown Development Authority	6 hours annually
ZBA	4 hours annually

Annual Joint Training, Meeting, or Workshop

To improve communication and collaboration between development related boards and commissions, the village should establish a tradition of holding **at least one annual joint training or meeting** event on a topic of common interest to officials. These meeting can be traditional formal meetings or of a more informal and collaborative nature. They could even be a hands-on workshop out in the community. This can and should be scheduled well in advance each year to ensure proper notice requirements are followed.

Training Reminders

The village should **add training as a standing agenda topic** for all of its development related boards and commission. This encourages consistent reminders about upcoming trainings and report outs from recent training events. Village staff will also encourage training by emailing opportunities to board and commission members or including training opportunities as part of meeting packets. Board and Commission members are encouraged to share training opportunities they come across with each other.

Post-Training Communication

Upon completion of training, staff and board members are asked to **share their lessons learned**. This can be **done via email, through handouts included in meeting packets, or verbally at the following meeting of the board or commission**. Village staff will remind board and commission members who attend trainings of this expectation.

Funding

There is no specific amount of training money which needs to be set, but the village should budget for some level of training each year for staff and officials as a dedicated line item(s). Ideally the village will assess its training needs at the beginning of each year and budget as close to those needs as possible. The village should also explore other funding methods including:

Free Trainings	Free trainings from local organizations (SEMCOG), state agencies (MEDC, SHPO, Treasury, MDOT), and national organizations (The White House, SmartGrowth, StrongTowns) are abundant and should be utilized first and as much as possible.
Scholarships	Training scholarships from organizations such as MML or MAP; these are commonly event specific.

Insurance Funds	Training funding through the village's insurance company; some offer funds to encourage training and therefore reduce their risk exposure.
Pooling Resources	Pooling resources with nearby communities to pay for training; this can often bring additional partners to the table too.
State Support	Working with state level partners such as RRC to potentially pay for training.

Annual Update

Training priorities will likely shift from year to year depending on emerging trends and the community's planning goals. As such, this document should be reviewed each year and adjusted for the upcoming year. The following steps should be taken:

STEP	DETAILS	TIMING
Assess Outcomes	Review the outcomes. If goals were not met, why? Compare against priority topics and identify ones that have been met or new ones that should be added	February
Conduct Updated Survey	Conduct an updated survey to determine success of prior year training strategy and determine new training interests	February
Update Strategy	Update the strategy document with new survey information	February
Review	Officials review document, make any needed edits	March
Distribution	Final version distributed	April

A Guide to Conducting In-House Training at Existing Meetings

This section of the Training Strategy will help you as you begin conducting in-house training at existing meetings. It is not meant to be the definitive guide for training at meetings, just something to get the conversation started.

1. Staff or Board Chair: **Ensure that training is on the agenda and the materials are included in the packet** or ensure that everyone has the training strategy and is reminded of the upcoming training.
 - a. It might be helpful to make training a standing agenda item at every meeting so that all that must be done is to put the specific resource or link to the resource in the packet
2. Board and Commission Members should be sure to **read or watch the assigned training materials before coming to the meeting.**
3. Chair or Vice Chair kicks off an open discussion, utilizing the following optional questions:
 - a. What were your overall thoughts on this material?
 - b. What was the thing that surprised you the most?
 - c. What surprised you the least?
 - d. Where/how do you think this could be applicable to the village?
 - e. What else would you like to learn in relation to this topic?
 - f. What are the next steps to implement some of these idea in our community?

Training Strategies 2022-2023

Village Council

The Lake Orion Village Council plays a crucial role in the development process as they have final say and authority over the master plan, zoning ordinance, annual budget, and most utilization of economic development incentives. All topics were identified through the Lake Orion Training Strategy Survey, conducted in February 2022.

Schedule	Priority Topic	Why/What	Resource Title & Hyperlink
May 2022	Master Plan to Zoning to Development	Ensuring your community attracts the types of development it wants starts with establishing a strong foundation in a master plan that is then articulated in your regulations to guide development.	Getting What You Want: Master Plan to Zoning to Development
July 2022	Housing	Just as the housing needs of individuals change over a lifetime, unprecedented shifts in both demographics and lifestyle have fundamentally transformed our nation's housing requirements.	AARP's Making Room: Housing for a Changing America
September 2022	Development Review Process	Understanding the Business Perspective	RRC QuickSheet: Understanding the Development Process
November 2022	Capital Improvements Plans	A CIP helps a municipality plan for its near-term public infrastructure needs.	RRC Capital Improvement Plans QuickSheet
January 2023	Capital Improvements Plans	A CIP is a list of capital projects (public buildings, infrastructure or large equipment), anticipated cost of	Getting Started: A CIP Plan Guide and Process Document

		those projects, scheduled over six or more years.	
March 2023	Development & Municipal Budgets	The financial considerations of development on your community's budget	RRC QuickSheet Budget Impacts
May 2023	Development and Parking	Eliminating parking minimums can reduce unnecessary parking supply and encourage development constrained by excessive minimum requirements.	Minus Minimums Development Response to the Removal of Minimum Parking Requirements in Buffalo (NY)
July 2023	Economic Development	"Livable communities are good for people and good for business. They are places where Americans increasingly want to live, work and play. Whether a person is young or old, starting a family or a business, livable communities provide a host of appealing advantages that enhance the quality of life of residents, the economic prospects of businesses and the bottom lines of local governments."	AARP Livability – Economic Development Workbook
September 2023	SEMCOG EV Webinar Series	As part of the effort toward educating communities on the topic of EV and EV infrastructure, SEMCOG held a webinar Series focusing on the initiatives at the State and Local Level.	Planning for Electric Vehicles (EVs): What does your community need to know?

November 2023	Local Incentive Policies	Economic development incentives are financial and nonfinancial support to help promote real estate projects and business growth.	RRC Guide for Local Incentive Policies
January 2024	Annual Joint Meetings	The annual joint meeting may be a chance to come to resolution on issues facing the community or it may be the first step in assigning some concrete tasks for the respective boards to accomplish.	RRC Annual Joint Meeting QuickSheet

Planning Commission

The Planning Commission assists with updating the Master Plan and reviews all amendments to the zoning ordinance and zoning map, special land uses, site plan approvals, and planned unit developments. All topics were identified through the Lake Orion Training Strategy Survey, conducted in February 2022.

Schedule	Priority Topic	Why/What	Resource Title & Hyperlink
May 2022	Master Plan to Zoning to Development	Ensuring your community attracts the types of development it wants starts with establishing a strong foundation in a master plan that is then articulated in your regulations to guide development.	Getting What You Want: Master Plan to Zoning to Development
July 2022	Zoning Reform	Zoning is a key tool for plan implementation and obsolete zoning regulations can discourage development and investment.	Enabling Better Places: Users Guide to Zoning Reform (RRC & CNU)

September 2022	Development Review Process	Understanding the Business Perspective	RRC QuickSheet: Understanding the Development Process
November 2022	Capital Improvements Plans	A CIP helps a municipality plan for its near-term public infrastructure needs.	RRC Capital Improvement Plans QuickSheet
January 2023	Capital Improvements Plans	A CIP is a list of capital projects (public buildings, infrastructure or large equipment), anticipated cost of those projects, scheduled over six or more years.	Getting Started: A CIP Plan Guide and Process Document
March 2023	Development & Municipal Budgets	The financial considerations of development on your community's budget	RRC QuickSheet Budget Impacts
May 2023	Development and Parking	Eliminating parking minimums can reduce unnecessary parking supply and encourage development constrained by excessive minimum requirements.	Minus Minimums Development Response to the Removal of Minimum Parking Requirements in Buffalo (NY)
July 2023	Economic Development	"Livable communities are good for people and good for business. They are places where Americans increasingly want to live, work and play. Whether a person is young or old, starting a family or a business, livable communities provide a host of appealing advantages that enhance the quality of life of residents, the	AARP Livability – Economic Development Workbook

		economic prospects of businesses and the bottom lines of local governments.”	
September 2023	SEMCOG EV Webinar Series	As part of the effort toward educating communities on the topic of EV and EV infrastructure, SEMCOG held a webinar Series focusing on the initiatives at the State and Local Level.	Planning for Electric Vehicles (EVs): What does your community need to know?
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Downtown Development Authority

The Downtown Development Authority is responsible for implementing the Downtown Development Plan Tax Increment Financing (TIF) Plan and generally promote the downtown as a destination area. The DDA offers small business financial incentives like façade improvement grants to facilitate the physical development of downtown commercial buildings. Similarly, the DDA’s efforts to promote downtown as a community gathering spot and economic engine are essential to fostering a high quality of life in Lake Orion.

Schedule	Priority Topic	Why/What	Resource Title & Hyperlink
May 2022	Master Plan to Zoning to Development	Ensuring your community attracts the types of development it wants starts with	Getting What You Want: Master Plan to Zoning to Development

		establishing a strong foundation in a master plan that is then articulated in your regulations to guide development.	
July 2022	Placemaking & Plan Implementation	When residents help identify and solve the challenges that affect their daily lives communities and local leaders are more likely to achieve and sustain success.	The Pop-Up Placemaking Tool Kit
September 2022	Development and Parking	Eliminating parking minimums can reduce unnecessary parking supply and encourage development constrained by excessive minimum requirements.	Minus Minimums Development Response to the Removal of Minimum Parking Requirements in Buffalo (NY)
November 2022	Capital Improvements Plans	A CIP helps a municipality plan for its near-term public infrastructure needs.	RRC Capital Improvement Plans QuickSheet
January 2023	Capital Improvements Plans	A CIP is a list of capital projects (public buildings, infrastructure or large equipment), anticipated cost of those projects, scheduled over six or more years.	Getting Started: A CIP Plan Guide and Process Document
March 2023	Traffic Calming	These measures are used to slow motor-vehicle traffic, often without reducing overall daily traffic volumes. The efforts increase safety and create a balanced urban environment	AARP Livability Fact Sheet - Traffic Calming

		for all users, including pedestrians and bicyclists.	
May 2023	Economic Development	“Livable communities are good for people and good for business. They are places where Americans increasingly want to live, work and play. Whether a person is young or old, starting a family or a business, livable communities provide a host of appealing advantages that enhance the quality of life of residents, the economic prospects of businesses and the bottom lines of local governments.”	AARP Livability – Economic Development Workbook
July 2023	SEMCOG EV Webinar Series	As part of the effort toward educating communities on the topic of EV and EV infrastructure, SEMCOG held a webinar Series focusing on the initiatives at the State and Local Level.	Planning for Electric Vehicles (EVs): What does your community need to know?
September 2023	Hands-On Community Engagement	For two decades, James Rojas and John Kamp have been looking to art, creative expression, and storytelling to shake up the classic community meeting.	Dream ▪ Play ▪ Build: Hands-On Community Engagement for Enduring Spaces and Places
November 2023	Local Incentive Policies	Economic development incentives are financial and	RRC Guide for Local Incentive Policies

		nonfinancial support to help promote real estate projects and business growth.	
January 2024	Annual Joint Meetings	The annual joint meeting may be a chance to come to resolution on issues facing the community or it may be the first step in assigning some concrete tasks for the respective boards to accomplish.	RRC Annual Joint Meeting QuickSheet

Zoning Board of Appeals

The Zoning Board of Appeals may grant an appeal to modify the zoning ordinance based on practical difficulties or hardships in carrying out the regulations of the ordinance. All topics were identified through the Lake Orion Training Strategy Survey, conducted in February 2022.

Schedule	Priority Topic	Why/What	Resource Title & Hyperlink
Q1	Primary Function of ZBA	For many communities, significant amounts of time can lapse without action from the Zoning Board of Appeals (ZBA). This time gap, however, can create significant legal problems for a community if regular attention is not being given to the ZBA.	MSU Extension: The importance of your Zoning Board of Appeals
Q2	Development and Parking	Eliminating parking minimums can reduce unnecessary parking supply and encourage development constrained by excessive minimum requirements.	Minus Minimums Development Response to the Removal of Minimum Parking Requirements in Buffalo (NY)
Q3	Appeals of Administrative Decisions	This article covers the importance of detailed minutes to document conformance (or not) with ordinance standards.	Administrative decisions require careful application to ordinance standards: Part 2
Q4	Traffic Calming	These measures are used to slow motor-vehicle traffic, often without reducing overall daily traffic volumes. The efforts increase safety and create a	AARP Livability Fact Sheet - Traffic Calming

		balanced urban environment for all users, including pedestrians and bicyclists.	
Q1	Accessory Dwelling Units	Accessory Dwelling Units (ADUs) have become a hot topic throughout the U.S. – with strong emotions on all sides of discussions about whether and where and how to allow them.	The Evolving World of ADU Regulations
Q2	Appeals of Administrative Decisions	The zoning board of appeals is the only entity authorized to hear appeals on the administration and enforcement of the zoning ordinance at the local level.	How to handle appeals of administrative decisions
Q3	Annual Joint Meetings	The annual joint meeting may be a chance to come to resolution on issues facing the community or it may be the first step in assigning some concrete tasks for the respective boards to accomplish.	RRC Annual Joint Meeting QuickSheet
Q4	Variances	A variance is official permission to deviate from a requirement of the zoning ordinance, granted by the Zoning Board of Appeals	RRC QuickSheet: Variances



ANNUAL STATEWIDE CONFERENCE

Thursday and Friday, November 2-3, 2023
Birmingham Community House
380 S. Bates Street, Birmingham, MI
With a special Mobile Tour of Downtown
Berkley, MI, offered November 1, 2023

In-person & Virtual Attendance Option

Strong Michigan Downtowns:
The People, The Places,
The Work, The Stories



Attachment: MDA_Annual_Conference_23_Brochure (6172 : Training Opportunities)



Birmingham

Annual Conference Strong Michigan Downtowns: The People, The Places, The Work, The Stories

10.A.1.b

Creating a strong Michigan downtown relies on people. Whether through partnerships, storytelling, or the hard working staff of a downtown organization, the common goal is to make downtown just, joyful and equitable. Meaningful relationships with other organizations, a board of directors, the community, and small business owners are key. Join us in beautiful and lively downtown Birmingham, MI, and gain the knowledge needed to fine tune the policies, alliances, and initiatives that are the foundation of your organization while connecting with downtown stakeholders from across the state. What story do you have to tell?

Wednesday November 1

3 pm **Ding, Ding, Ding**

Hop on the Trolley and join us as we tour nearby Downtown Berkley. We will see firsthand the innovative programs the Berkley DDA & Main Street program have initiated and hear of their plans for the future. Our tour will conclude with a networking event, with a cash bar and complimentary appetizers, at a Berkley establishment. This is a ticketed event with only 30 seats sold. The ticket price is NOT included in the Conference registration fee and is an additional \$50. The Trolley will leave the Townsend Hotel, 100 Townsend Street, at 3pm and will return to Birmingham at 7:30pm.

Generously sponsored by Oakland County Main Street and Berkley Downtown Development Authority/Main Street. Thank you to the Lake Orion and Oxford Downtown Development Authorities and Main Street Programs for the use of the Trolley!

Thursday November 2 - Birmingham Community House

9:00 - 11:00 am **Registration and Vendor Expo**

9:00 - 10:00 am **Coffee and Conversation**

Participants of the MDA Professional Development Certificate Program (MiPDM) are encouraged to join us for a pre-Conference coffee hour.

10:00 - 11:00 am **Bonus Session - 4 Round Tables, 15 Minutes, 100 Ideas**

Get a jump start on the Conference by joining us for this quick paced Bonus Session! Topics to be covered at four stations include: Blighted Building Stabilization Fund, Pathways to Community & Private Foundation Support of Local Projects, Creating Downtown Director Magic, and What YOU Do DOES Matter.

11:05 - 11:45 am **Welcome to Conference
Introductions of Attendees and Vendors**

11:50 - 12:35 pm **Keynote Presentation
Community Storytelling**

Considerably more than just "human interest", community storytelling creates the emotional infrastructure of success for our downtowns and cities. We can find storytelling everywhere: from fireflies in North Carolina, in our daily conversations, and all the way down to our DNA. Even better? You don't have to be a writer, journalist, photographer, or possess any kind of special skills to be a "storyteller". EVERYONE can experience the power of storytelling in our personal lives while using it to improve our places and the lives of the people we serve.

12:35 - 2:00 pm **Lunch
Annual Awards
MiPDM Certificate Ceremony
Visit Vendors**

Eric Schertzing ,
Executive Director, Michigan Association of Land Banks
Robert Donohue,
Coach & Market Development, Community Heart & Soul
Jerry Dettloff, *Program Development, Community Heart & Soul*
Kathy Dickens,
Executive Director, Four County Community Foundation
James Alt,
Executive Director, Lapeer DDA & Main Street
Todd Craft,
Chairperson, Farmington DDA & Main Street
Courtney McClerren,
Chair, Ortonville DDA & Main Street

Cristina Sheppard-Decius,
Chair, Michigan Downtown Association

Phil Eich,
Founder, Storyville

Cristina Sheppard-Decius,
Chair, Michigan Downtown Association
Dana Walker,
MDA Director
Annaka Norris,
MDA Board Member/Professional Development Chairperson

Scott Oppmann,
ArcGIS, Solutions Manager
Erick Phillips,
Business Development Representative, Oakland County Main Street
Cristina Sheppard-Decius,
Executive Director, Birmingham Shopping District

Wayne Hoffmann,
Client Funding Director, Wade Trim

2:00 - 3:00 pm **Concurrent Sessions
Session One: Data Driven Downtowns**

Forming a strategy that is fact-based is the cornerstone of a thriving downtown revitalization program. In this session, learn what data you need to collect and analyze so your organization can make informed decisions and then drive progress and measure success!

This session is available for MiPDM credit.

Session Two: Leveraging Investment Resources to Increase TIF

There is a unique funding environment now available. How can DDAs leverage their limited investment resources on projects that will provide an increase in the TIF instead of funding infrastructure repair and other initiatives? Wade Trim's new FundingScout program will be summarized along with strategies shared on how to best position a DDA at the funding table.

3:00 – 3:15 pm **Networking Break & Vendor Visits**

3:15 – 4:10 pm **Concurrent Sessions**

Session Three: Point of Order! DDA Policies and Procedures

The most important document to your organization is its bylaws. Keeping the bylaws relevant and updated is also key to having a well-organized and productive Board of Directors. This session will cover the various procedural concepts and rules that DDA board members are likely to confront. Meeting-related procedures such as creation and use of bylaws and rules of order, as well as the procedural rules that DDAs and their parent local units need to follow for big picture activities like plan amendments, will also be discussed. Bring your questions and hear from an expert in DDA and municipal law.

Session Four: Bringing Pride Downtown

Pride isn't just for metropolitan cities anymore. Communities across the state are celebrating Pride in their own unique ways! Join the founding members of Ypsi, Three Rivers, and Kalamazoo Prides, to hear how they have worked with their community, businesses, and organizations to host this annual celebration.

Jeff Aronoff,
Principal-Public Law Practice Group,
Miller Canfield

Cameron Mains,
Executive Director, Three Rivers DDA &
Main Street Program
Elize Jakobson,
Downtown Development Authority
Coordinator, City of Ypsilanti
Tracy Hall,
Executive Director, Outfront Kalamazoo
Moderator: Anne Gentry,
Director, Alpena DDA

4:20- 5:15 pm **Walking Tour of Birmingham**

Members of the Birmingham Principal Shopping District will lead us on a tour of downtown Birmingham. The tour will conclude at the location of our Meet & Greet.

5:30 – 7:00 pm **Meet & Greet**

Join us for complimentary appetizers, a cash bar, and lively conversation.
Dick O' Dow's
160 W. Maple Road, Birmingham

Generously sponsored by
Metro Signs and Lighting.

Friday November 3

8:30 – 9:15 am **Registration and Vender Expo - Coffee and Continental Breakfast**

9:15 – 10:15 am **Small Business Owners, The Heart of Downtown**

A panel of local, downtown small business owners will discuss the importance of communication and relationships while offering valuable insight on what downtown organization programs and initiatives have real value to entrepreneurs.

Alaina Campbell Sprout Bake LLC,
Cookies & Cream, Lake Orion
Ryan Cavanaugh,
Owner, Heights Brewing, Farmington
Tanya Nevitt,
Owner, Venue South Lyon
Holly Herrick,
Owner/Operator, Altered Designs, Holly
Moderator: Jerry Dettloff,
Community Heart & Soul

10:15 – 10:30 am **MDA Legislative Update**

10:30 – 10:45 am **Networking Break & Vendor Visits**

10:45 – 11:45 am **Concurrent Session**

Session Five: Place Making, Not Just a Buzz Word!

This session will introduce placemaking principles and methodologies for persons who are responsible for shaping public space. Topics include an overview of the placemaking process; tools and techniques for public space evaluation and community engagement; creative ideas for lighter quicker, cheaper activations in public space; and an introduction to public space management.

This session is available for MiPDM credit.

Session Six: The ABCs of RFPs and Grant Writing

You have a project identified but now what? Learn the best practice techniques for developing Request For Proposals (RFP) that will get you the results you need! Our presenters will discuss how a professional RFP makes it easier to get what you need, from project scope to interviews of contractors to project management. This session will also offer expertise on how to develop and submit a successful grant application to help ensure funding for your community's next project.

Molly LaLone,
Chairperson, MDA Advocacy Committee

Jill Bahm,
Partner, Giffels Webster
Kim Marrone, EDFP, AICP,
Director of Municipal Services,
City of Oak Park
Kate Litwin,
Director, Howell DDA & Main Street

Alex Hritcu, AICP,
Senior Planner, ROWE Professional
Services Company
Jason Ball, AICP,
Senior Planner II, Planning Group Lead,
ROWE Professional Services Company
Jill Martin,
Grants Coordinator/Management Analyst,
City of Royal Oak
Chad Swan-Badgero,
Arts Education Program Manager,
Michigan Arts and Culture Council

Thank You! 10.A.1.b Annual Conference Sponsors 2023

Partner Sponsor



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

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Friends of the MDA



Packet Pg. 93

Attachment: MDA_Annual_Conference_23_Brochure (6172 : Training Opportunities)

Birmingham



1:15 – 2:15 pm

**Partner Presentation
RAP'in with the MEDC**

Join us for an overview of the Revitalization and Placemaking (RAP) Program and process. Launched in 2022, RAP 1.0 was an incentive program that deployed \$100 million in American Rescue Plan funding to address the COVID-19 impacts in Michigan communities. Hear from 2 communities that received RAP 1.0 funding. RAP funding helped provide access to real estate and place-based infrastructure development gap financing through grants of up to \$5 million per project for real estate rehabilitation and development, grants of up to \$1 million per project for public space improvements and grants of up to \$20 million to local or regional partners who develop a coordinated subgrant program.

Jake Winder,
Manager, Community
Development Incentives,
Michigan Economic Development
Corporation
Coleman Yoakum,
Developer, Webster Community
Center Pontiac

2:15 – 3:15 pm

Building Bridges Toward a Just (and Joyful) Future

Mr. Farlow will tell the story of the Detroit neighborhoods of Paradise Valley and Black Bottom which emerged in the 1920's as a thriving business and entertainment district. The district hosted more than 300 black-owned businesses ranging from drugstores and beauty salons to night clubs and theaters. The neighborhood was vibrant, optimistic, and hopeful. But the changing political landscape and a disdain by the city's mayor for slums along with a federal mandate to construct highways in our urban cores, skewed the future for these districts in irreparable ways. Today, and with the assistance of a progressive city government, a new vision for these existing neighborhoods is being implemented under the leadership of the Paradise Valley Conservancy. Envisioned as a design-forward district featuring world class restaurants, lounges, and unique cultural programming, Paradise Valley looks back at what once was and builds on this legacy to inspire generations to come.

Mark Farlow,
Principal of Design,
Hamilton Anderson

3:15 pm

Closing Comments

Dana Walker,
Director, Michigan Downtown
Association



A special rate of \$199 per night (plus tax and fees) for a King room is available for attendees of the Annual Conference at the Townsend Hotel, 100 Townsend Street, if reserved by October 13, 2023. Please call 248-642-7900 and mention the code 2311MICHIG or click [here](#) to reserve your room.

**Registration Form: Annual Statewide Michigan Downtowns Conference 2023**

Each attendee must provide the following information as unique login or registration information will be sent to each attendee via the email listed below. Registrant's information may be changed prior to the Annual Conference by contacting Dana Walker at the MDA, director@michigandowntowns.com or 248-838-9711.

Name _____
Organization _____
Phone _____ Email _____

Registration Fees (use registration form or register online at www.michigandowntowns.com):

Early Bird Rate (Now through 10/26): MDA Members: \$275 Non-Members: \$295 Students: \$150

Regular Registration & At the Door (After 10/26): MDA Members: \$295 Non-Members: \$315 Students: \$160

One Day Rate (either November 2 or November 3): \$150

Virtual Format price is the same.

☐ Yes, I will attend the \$50 ticketed Downtown Mobile Tour of Berkley, MI, Wednesday, November 1.

☐ Yes, I will attend the complimentary Meet and Greet, Thursday, November 2, at Dick O' Dow's.

Optional Lunch November 3, each option comes with House Made Chips, Mixed Fruit, Chocolate Chip Cookies and Choice of Water or Soft Drink

☐ Vegan Sandwich, \$30 (not included in price of registration)

☐ Grilled Chicken Sandwich \$30 (not included in price of registration)

☐ Roast Beef Sandwich \$30 (not included in price of registration)

_____ TOTAL AMOUNT DUE

Please return form with payment to MDA by Oct. 26, 2023. Once payment has been received, all registrants will receive unique login or registration information for the Annual Conference.

Make checks payable to:

Michigan Downtown Association

P.O. Box 3591 North Branch, MI 48461

Credit card payment available at www.michigandowntowns.com or call the MDA at 248-838-9711.

Sorry, no refunds will be offered.

☐ Visa ☐ MC ☐ Dis ☐ Amex Card No. _____ Exp. Date _____ Sec. Code: _____

Name on Card: _____ Signature: _____

Zip Code: _____

AICP and AIA credits are available on a self-reporting basis.





You are Invited Celebrate Michigan Downtown Day 2023

Official Launch of New “Shop Oakland
County Main Streets” Online Marketplace

Sept. 23, 2023

Rochester Downtown Development Office | 431 S Main Street, Rochester

AGENDA

10:00 AM

Welcome & Introductions

John Bry, Administrator, *Main Street Oakland County Coordinating Program and Local Business Development, Oakland County*

- Introductions of dignitaries and businesses
- How it All Started: Kristi Trevarrow, Executive Director, Rochester Downtown Development
- Why is This Important for Small Businesses: Tameka Ramsey, Owner and President, T. Ramsey & Associates, Pontiac

10:30 AM

Ribbon Cutting “Shop Oakland County Main Streets” New Online Marketplace

Kelly Westbrook, *Executive Director, Oxford Downtown Development*

- Communities and small businesses participating, to date – John Bry
- Demonstration of new online platform – Erick Phillips, Senior Business Development Consultant, Planning & Local Business Development Division, Oakland County

10:45 AM

Close

Optional: Visit Downtown Rochester Farmer’s Market and Businesses

To shop Oakland County Main Streets
online, visit: ShopOCMainStreets.com





Use the Latest Digital Marketing TO GROW YOUR SMALL BUSINESS TODAY

AGENDA

8:30 AM Check-In, Coffee, and Bagels

9:00 Five Simple Ways to Boost Your Brand Online
Bobby Dimovski, *Founder/CEO, 4MJ Social, Troy*

Hear simple ways to grow your business through social media, local search, and more.

10:00 Grow Your Business Using Analytics, AI, and Findable
Son Tran, *Owner*, and Brendan Hunt, *Digital Marketing Manager, Pitch Black Media, Ferndale*

Learn some digitally advanced ways to grow your business using analytics, AI (Artificial Intelligence), and the “Findable” concept:

- Google's latest web analytics platform, Google Analytics 4 (GA4), offers an advanced and flexible approach to tracking and analyzing user behavior on websites and apps. Hear why it is a comprehensive solution to gain valuable insights into user behavior to optimize your marketing strategies.
- “Findable” can help you reach your target audience online, attract new leads, and engage existing clients.
- Gain practical and effective ways to harness the power of AI to optimize your small business online, including enhancing your Google Business Profile; building your first or next website; and leveraging social media programs. You will receive ideas that can be implemented right away to drive your business's success.

11:15 AM Q&A | Close

**Online mapping may be incorrect for this address. Enter at Waterford Oaks Park sign off Watkins Lake Road.*

Sept. 26, 2023
9 - 11:30 AM

**Waterford Oaks
Activity Center***
2800 Watkins Lake
Road, Waterford

Register Today:
AdvantageOakland
EventBrite.com

**Cost: Free | Registration
is Required**

OAKLAND
COUNTY MICHIGAN
ECONOMIC DEVELOPMENT
DAVID COULTER
OAKLAND COUNTY EXECUTIVE

Packet Pg. 96

Meet the Speakers



Brendan Hunt, *Digital Marketing Manager, Pitch Black Media, Ferndale*

Hunt started his career at Google developing Search Engine Optimization (SEO) and Search Engine Marketing (SEM) strategies for companies, non-profits, and agencies. He learned from some of the best in the industry. Being a data nerd, he enjoys dissecting analytics for his large variety of clients—from different industries and company sizes—all with different goals. At Pitch Black Media, he conceptualizes, develops, and implements innovative solutions that maximize brand awareness, increase profitability and expand market share for his clients nationwide.



Son Tran, *Owner, Pitch Black Media, Ferndale*

Tran has more than 25 years of experience in Internet design and development, covering various industry sectors. He has extensive expertise in travel and tourism. His clients include the Illinois Bureau of Tourism, Oklahoma Tourism, Puerto Rico, Montana, and the Michigan Economic Development Corporation. For some 15 years, Tran has been advising, developing and executing social and digital strategies across the country.



Bobby Dimovski, *Founder/CEO, 4MJ Social, Troy*

Since starting 4MJ Social in 2014, Dimovski has consistently helped small to medium sized businesses boost their digital brand, increase revenue, and create buzz through multiple avenues of online marketing.

QUESTIONS? CONTACT

George Venettis
venettisg@oakgov.com
(248) 858-5618

REGISTER TODAY:
AdvantageOakland.EventBrite.com

Cost: Free | Registration is Required

P I T C H
B L A C K





The mission of the Lake Orion DDA is to enhance the economic potential and preserve the historical character of the Lake Orion DDA District, *the heart and hub of the Orion Community*, through promotional activities and an organizational structure that focuses on community involvement with local businesses, residents and other stakeholders.

DDA Board Meeting

DATE: September 19, 2023
FROM: Molly LaLone, DDA Executive Director
SUBJECT: Verbal Director Report

Recommended Motion: Receive and File