



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

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

Friday, September 29, 2023

8:45 AM

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 8:45 AM

II. Roll Call and Determination of Quorum

III. Statement by Chairperson or Vice-Chairperson Purpose of Meeting

The purpose of the meeting is to discuss the fiscal year 2023-2024 budget, discuss a legal opinion from the DDA Lawyer, and make decisions regarding DDA business

IV. Public Comment

V. Items for Consideration

1. Bill Approval - Direct Mail Educational Campaign
2. Legal Opinion

VI. 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 29, 2023
FROM: Molly LaLone, DDA Executive Director
SUBJECT: Bill Approval - Direct Mail Educational Campaign

Attached:

Invoice

Background Information:

Idea 39 is the direct mail partner the DDA used this spring. This is to approve a neutral postcard for direct mail and to have on hand for passing out.

Is this a DDA Priority? (NO) or If **yes**, see below:

| | | | | | |
|----------------------|-----------------|--|-------------------|------------------|-------------------|
| Previously Budgeted? | | | <u>Yes</u> | No | |
| Fiscal Year | GL # | Description | Available Balance | Action Item Cost | Remaining Balance |
| | 248-728-888-000 | Brand marketing | 12780.61 | | |
| | | Idea 39 informational direct mail campaign | | 1700 | 11080.61 |

Recommended Motion: To approve payment of contract to Idea 39 for a direct mail campaign not to exceed \$1,700 from 248-728-888-000 Brand Marketing (roll call)

ESTIMATED COSTS

BALLOT MAILER CAMPAIGN

Copywriting Content and Design
Printer and Mail House Coordination

\$850

per mailer with 2 week lead time

\$1700

for rush work
ie meeting AV Ballot drop timing



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DATE: September 29, 2023
FROM: Molly LaLone, DDA Executive Director
SUBJECT: Legal Opinion

BACKGROUND BRIEF:

Robert Davis, DDA legal Counsel will discuss a legal opinion.

RECOMMENDED MOTION: Receive and file