

Calendar of Events

May 7, 2026
- May 21, 2026

AI and Downtowns- Three Part Webinar Series

11:00 AM - 12:00 PM EST

The MDA will host a 3-part webinar series, AI and Downtowns- The What, How, Ethics, and Best Practices.

Registration for the 3-part webinar series is available to members of the MDA.

All webinars will be recorded and available to paid registrants to view until November 20, 2026.

The session dates are as follows, all taking place LIVE from 11 am-12 pm EST:

- *Thursday, May 7 - Introduction to AI: the Basics*
- *Thursday, May 14 - Ethics and Biases: How to use AI Responsibly*
- *Thursday, May 21 - How to Apply AI to Downtown Management*

Session 1, May 7

INTRODUCTION TO AI: THE BASICS

Join us as we 'demystify' AI, specifically Generative AI. This session will give you the knowledge and tools to make an informed decision in the event you wish to use Generative AI, and, if so, how to do so responsibly. This webinar will also dive into basic and common tools that have become most well-known, such as ChatGPT. Participants will learn how to use these tools in everyday lives.

- *What is AI?*
- *How can it be used?*
- *Types of basic tools that are available*

Session 2, May 14

ETHICS AND BIASES: HOW TO USE AI RESPONSIBLY

Session 2 will build from the introductory lesson through the lens of ethics and biases, providing members with a deeper background and understanding of how to use these tools in an informed way. It will provide further detail on topics such as reliability, accuracy, risks, transparency, and example policies.

Session 3, May 21

HOW TO APPLY AI TO DOWNTOWN MANAGEMENT (DDA DIRECTOR OR CITY MANAGER)

The webinar will feature, Nate Mack, director of the Berkley Downtown Development Authority. Nate will give live demonstrations on how he uses AI platforms to enhance his work as a downtown director.

A link to the webinars will be sent to registrants on May 6.

May 19, 2026

New Directors

12:00 PM - 01:00 PM EST

Calling all downtown directors with less than three years' experience in the field! This Let's Do Lunch (and Learn) is just for you. We will have an open discussion regarding all things downtown.

A link to the meeting will be sent to MDA members.

June 3, 2026

South Haven Walking Tour

04:30 PM - 08:00 PM EST

The MDA's Summer Workshop, Keeping the Magic of Strong Michigan Downtowns Alive, will be held in downtown South Haven, June 3 and 4, 2026.

The event kicks off on Wednesday, June 3, with a walking tour of downtown South Haven led by the Downtown Development Authority. We will convene for our networking event at the Idler from 5:30-7:30pm and enjoy complimentary appetizers, cash bar, and great company. Thank you to our networking sponsor, Lumecon.

Our Summer Workshop will be held on Thursday, June 4, at the Michigan Maritime Museum and include the following session topics:

Connecting Downtown to Natural Resources

Public Spaces

Understanding Retail Shifts

Using Design to Create Safe & Desirable Streets

The Magic of Downtowns

A complete agenda will be available soon.

A special rate for June 3 at the following hotels is available for attendees of the Workshop:

Holiday Inn Express, South Haven, is available by clicking here. To make Hotel Room Reservations by Phone, please call the Hotel at (269) 639-0303 and ask to make a room reservation in the Michigan Downtown Association block. \$140 plus tax and fees.

Hampton Inn, South Haven, is available by clicking here. \$259 plus tax and fees.

The Historic Hotel Nichols

Phone: (269) 872-3943 and mention the MDA. Rates and rooms vary.

Website: hotelnichols.com

In addition to all the above, South Haven has an abundance of B & Bs. Visit the South Haven website. <https://www.southhaven.org/places-to-stay/>

Please register for the Summer Workshop here.

June 4, 2026

Summer Workshop 26
Michigan Maritime Museum
04:30 PM - 08:00 PM EST

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