



Minutes of a Regular General Meeting of the Town of Tecumseh Business Improvement Area (TOTBIA)

A Regular General Meeting of the Town of Tecumseh BIA (TOTBIA) Members held as of
Wednesday, November 18, 2020 held electronically at 6:30 PM.

Live stream is available on the BIA website at www.tecumsehbia.com

(TOTBBM-1-11)

CALL TO ORDER

The meeting is called to order at 6:03 PM by Candice Dennis, Chair.

(TOTBBM –2-11)

ROLL CALL

Chair	Candice Dennis
Treasurer	Paul Bistany
Director	Brian Houston
Director	Linda Proctor
Director	Jules Champoux
Director	Scott Harris
Councilor	Andrew Dowie

Regrets:	Director	Joseph Fratangeli
	Director	Shane Meloche

Absent:

Minute Taker:	Coordinator	Denise Pelaccia
		Paula Rorai

Guest:

Live Stream:

(TOTBBM – 3-11)

DISCLOSURE OF PECUNIARY INTEREST - No disclosure at this meeting.

(TOTBBM – 4-11)

DELEGATIONS – No delegations at this meeting.

(TOTBBM – 5-11)

COMMUNICATIONS

5.1 TOTBIA Board of Management Meeting Minutes

Motion: (BBM-35/20) Moved by: Linda
Second by: Brian

THAT the minutes of the Town of Tecumseh TOTBIA Regular Board of Management Meeting held on October 14, 2020 be approved as distributed.

APPROVED.

CARRIED.

5.2 **LETTERS FROM** – No letters at this meeting.

(TOTBBM – 6-11)

REPORTS

6.1 **CHAIR REPORT** – C. Dennis has no separate report, discusses issues, and provides feedback with Marketing Committee and Unfinished Business sections.

6.2 TREASURER REPORT: P. Bistany reports on the month end financial report:

Tecumseh BIA		
2020 Month End Financials		
Treasurer's Report for the period ending:		10-31-2020
BIA Operating Account (8111130)	Bank Balance stands at:	\$ 31,203.70
Outstanding Cheques	see detail page	\$ (2,452.57)
BIA Ledger Balance stands at:		\$ 28,751.13
BIA Reserve Account -	Balance last month	\$ 85,886.17
	Interest	\$ 124.00
		\$ 86,010.17
Outstanding Receivables	see detail page	\$ -
WFCU - Share Capital #1		\$ 85.00
WFCU - Patronage Shares #4		\$ 60.00
WFCU - Patronage Shares #44		\$ 10.00
BIA Petty Cash	stands at:	\$ 460.00
Deposit Clearing		\$ 7,280.00
Square		\$ -
Prepaid Expenses & Deposits		\$ 2,333.27
Total BIA Current Assets :		\$ 124,989.57
Tecumseh Dollars	Current Outstanding	\$ 46,815.00
Other BIA Liabilities and Equity :	from Xero report	\$ 78,174.57
Total BIA Liabilities and Equity :		\$ 124,989.57
Year To Date Levy Requisition: 2020	1st Quarter @ March 31	\$ 29,250.00
	2nd Quarter @ June 30	\$ 36,750.00
	3rd Quarter @ September 30	\$ 33,000.00
	4th Quarter @ December 31	
Total Levy received to Date:		\$ 99,000.00

Tecumseh Business Improvement Area							
BIA Operating Account - # 8111130				10/31/2020			
Outstanding Payments							
6-04-2020	Payment: Texthelp Inc.	#41270		-\$113.36			
5-10-2020	Payment: Lacasse SPG	94665		-\$649.75			
20-10-2020	Payment: Flowers By Phil	44312		-\$56.50			
29-10-2020	Payment: Monarch Basics	226330		-\$19.66			
29-10-2020	Payment: Lacasse SPG	95603		-\$1,613.30			
				-\$2,452.57			
Outstanding Receivables							
				\$ -			
Operating Account - activity							
Date	Source	Description	Reference	Debit	Credit	Running Balance	Gross
BIA Operating Account - WFCU							
Opening Balance				35,026.89	0.00	35,026.89	0.00
01 Oct 2020	Payable Payment	Payment: Danilo's Enterprises Limited	2097	0.00	1,000.00	34,026.89	(1,000.00)
05 Oct 2020	Payable Payment	Payment: Tecumseh BIA		0.00	785.80	33,241.09	(785.80)
05 Oct 2020	Payable Payment	Payment: Eric Bonnici	20201001-01	0.00	250.00	32,991.09	(250.00)
05 Oct 2020	Payable Payment	Payment: Lacasse SPG	94665	0.00	649.75	32,341.34	(649.75)
06 Oct 2020	Payable Payment	Payment: Three Lambs Registry & Baby Boutique		0.00	2,445.00	29,896.34	(2,445.00)
06 Oct 2020	Payable Payment	Payment: Town of Tecumseh	3970	0.00	45.00	29,851.34	(45.00)
08 Oct 2020	Payable Payment	Payment: Shopper's Drug Mart		0.00	1,000.00	28,851.34	(1,000.00)
08 Oct 2020	Payable Payment	Payment: Paula Rorai	PRPP920103	0.00	1,131.83	27,719.51	(1,131.83)
08 Oct 2020	Payable Payment	Payment: By The Book	INV-17811	0.00	45.20	27,674.31	(45.20)
08 Oct 2020	Payable Payment	Payment: Denise Pelaccia	DPPP09103	0.00	1,238.78	26,435.53	(1,238.78)
08 Oct 2020	Payable Payment	Payment: By The Book	INV-17825	0.00	614.44	25,821.09	(614.44)
14 Oct 2020	Payable Payment	Payment: Receiver General - Payroll	Sept 2020	0.00	844.07	24,977.02	(844.07)
19 Oct 2020	Payable Payment	Payment: Rock Mortgage Group	20201013	0.00	42.35	24,934.67	(42.35)
20 Oct 2020	Payable Payment	Payment: Flowers By Phil	44312	0.00	56.50	24,878.17	(56.50)
20 Oct 2020	Payable Payment	Payment: Ashleigh Arca Inc.	0001	0.00	200.00	24,678.17	(200.00)
20 Oct 2020	Payable Payment	Payment: Zehrs		0.00	2,695.00	21,983.17	(2,695.00)
22 Oct 2020	Payable Payment	Payment: Denise Pelaccia	PPE 10/17/20	0.00	1,238.78	20,744.39	(1,238.78)
22 Oct 2020	Payable Payment	Payment: Paula Rorai	PPE 10/17/20	0.00	1,131.83	19,612.56	(1,131.83)
23 Oct 2020	Receive Money	Square		223.90	0.00	19,836.46	223.90
26 Oct 2020	Payable Payment	Payment: Lacasse SPG	95511	0.00	129.95	19,706.51	(129.95)
26 Oct 2020	Payable Payment	Payment: Graham's Paint "N" Paper Place Ltd.		0.00	330.00	19,376.51	(330.00)
26 Oct 2020	Payable Payment	Payment: Kelcom	X9044264	0.00	34.79	19,341.72	(34.79)
28 Oct 2020	Receive Money	Square		5,774.80	0.00	25,116.52	5,774.80
29 Oct 2020	Payable Payment	Payment: Monarch Basics	226330	0.00	19.66	25,096.86	(19.66)
29 Oct 2020	Payable Payment	Payment: Cogeco	Oct 29, 2020	0.00	90.28	25,006.58	(90.28)
29 Oct 2020	Payable Payment	Payment: Lacasse SPG	95603	0.00	1,613.30	23,393.28	(1,613.30)
29 Oct 2020	Receive Money	Square		3,915.10	0.00	27,308.38	3,915.10
30 Oct 2020	Receive Money	Square		1,401.84	0.00	28,710.22	1,401.84
31 Oct 2020	Receive Money	WFCU		40.91	0.00	28,751.13	40.91
Total BIA Operating Account - WFCU				11,356.55	17,632.31	28,751.13	(6,275.76)
Closing Balance				28,751.13	0.00	28,751.13	0.00
Total				11,356.55	17,632.31	(6,275.76)	(6,275.76)

Motion: (BBM-36/20)

Moved by: Scott

Second by: Linda

THAT the Month End Treasurer's Reports as of October 31, 2020, be accepted and approved as distributed and filed for audit.

APPROVED.

CARRIED.

6.3 COORDINATOR REPORT – D. Pelaccia reports the following:

Membership Statistics

- New businesses/members in the BIA area:
 - Golden Crown Jewellers (13013 Tecumseh Rd. E.)
 - Authentik Hair Haus (400 Manning Rd.- 13566 Tecumseh Rd. E.)
- MEMBERS PREPARING TO OPEN:
 - Vipe Vapour (where Jacobs was)
 - Hurry Curry (where Beijing House was)
 - Herbal One (where Mumma's Burritos was)
 - Jessica M Cosmetics Medi-Spa & Salon (13158 Tecumseh Rd. E., Unit 1) *Opens January 5th, 2021
 - SRT Accounting Inc. (1228 Riverside Dr. E.) *To open first week of December
 - Food Fusion (where Humble Baker was)
- Members closed/moved/new owners/names:
 - Jacobs Gowns Footwear & Accessories
 - Beijing House
 - Travel Zone
 - New Name: Magicuts (formerly BoRics Hair Care)
- MEMBERS PREPARING TO CLOSE:
 - Merle Norman
 - *27 Members closed since March 20, 2020
- Current Status and Total Number of Members by sector:
 - Open – **391**
 - Associate Members - 3
 - Empty Units/Bldgs. – 50
 - Empty Lots/– 16
 - Empty Commercial Houses – 12
 - Property Owners – 140 (27 Plazas)
 - **Grand Total – 612**

6.4 COUNCIL REPORT – A. Dowie reports on the following:

Council Connect: Highlights from the October 27, 2020 meetings of Council

Tecumseh Town Council met electronically this evening and here are the highlights from the meetings:

- **Human Resources Service Delivery Review:** Council received a presentation from Pesce and Associates, the Consultant who conducted a Human Resources Service Delivery Review for the Town this summer. The review was funded through the provincial Municipal Modernization Fund and looked at the existing Human Resources function and if improvements were required. The consultant conducted interviews with members of the Senior Management Team, Managers and Union leadership and surveyed all staff. Council authorized the phased-in implementation of the recommendations in the report subject to 2021 Budget Deliberations. The recommendations contained in the report called for a reorganization of the Human Resources function within Administration with enhancements in staffing capacity, service modernization, process and technology updates.
- **Community Safety and Well Being Plan:** Council heard from Leonardo Gill, Project Manager with the City of Windsor, on the Regional Community Safety and Well Being Plan. The presentation outlined the process for development of the plan, key considerations and next steps for consultation and engagement. The presentation to municipal councils is the first step in the consultation process. Public consultation is expected to begin in February 2021 with a report provided to area municipal councils expected in Fall 2021. **Olinda Farms Farm Lease:** Council authorized the execution of a two-year lease for Olinda Farms to farm the Town's 18 acres on the south side of Baseline Road. This follows the previous agreement with Olinda Farms executed for 2020 that provided for a two-year renewal at the end of this year. The two-year agreement will commence January 1, 2021 and extend to December 31, 2022.
- **Budget Variance:** Council approved the Budget Variance Report for amounts at August 31, 2020. Council further authorized the Director Financial Services to apply to the Safe Restart Agreement—Municipal Operating Fund Stream Phase 2 for additional funding, provided financial analysis satisfies program eligibility criteria. The Town continues to operate under a local state of emergency and both the COVID-19 pandemic and risk of overland flooding due to high lake levels have impacted the Town's operations and budgets to date. It is expected that these impacts will continue to the end of this year and likely into 2021. The Town has continued to maintain essential services for residents with some non-essential services stopped or reduced in an effort to help reduce the spread of COVID-19 and contain costs in an effort to reduce the financial burden on Tecumseh taxpayers. The \$587,994 Tecumseh received through the federal-provincial Safe Restart Agreement Phase 1 program was reflected in the variance report. The Town also received additional federal and provincial grant funding through the Canada Summer Jobs (CSJ) program and the provincial Summer Jobs Program. The 2020 August Budget Variance year-end projections carry a greater degree of estimation than would typically be seen under more normal conditions due to the ongoing expenses related to the local emergency. Based on those underlying assumptions and incorporating the funding received from the federal and provincial governments, the 2020 August Variance analysis projects a year-end surplus of \$1,326,000 (Tax supported \$1,099,000 surplus and Rate Supported surplus of \$227,000).
- **Mediation with Windsor Utilities Commission:** Council approved the Minutes of Settlement from the mediation and arbitration process between the Town and the Windsor Utilities Commission with respect to the Bulk Water Supply Agreement. Council further authorized the Town solicitor to advise the mediator/arbitrator to give effect to the Minutes of Settlement and further authorized the Clerk and Mayor to execute the Minutes of Settlement in advance of submission to the mediator/arbitrator. The Town purchases water from Windsor Utilities Commission based

6.5 COMMITTEE REPORTS

6.5.1 Marketing Committee – C. Dennis reports on

1. Eyes on Tecumseh – Working with the owner of Eyes on Windsor to create a special “Eyes on Tecumseh” Facebook page that will feature Tecumseh BIA Members, BIA future projects, programs, events, etc. One feature will include five Members.

STATS: Sept. 29th, 2020- October 16th, 2020

People Reached- 6,882

Engagements- 489

Likes- 281

Shares- 20

Impressions- 26, 063

2. Tecumseh Life- Decision to continue with the fall/winter Tecumseh Life issue has been canceled.

- The Chair reports that there is a digital Holiday Guide with Windsor Star that is being recommended to subsidize ad space for our Members. Cost is \$1000.

3. License Plates- Plates have been given out to Members upon “I Spy” Holiday Draw visitations, started handing out license plates to the public that come into BIA office.

- A post on social media will be made to inform the public about being able to pick up license plate covers from our office.

4. Shop Local Ad Campaign - Future opportunities to work together with other BIAs in Windsor/Essex with ad/radio campaigns.

- Blackburn Radio spots have been produced and aired to promote “I Spy” Holiday Draw and Tecumseh Dollars on all three of their stations.

5. Members Christmas Party/COVID PPE? –

6. Tecumseh BIA Holiday Draw Social Media Campaign – Tina the Tecumseh BIA Llama has been a great success. Promotion for this “I Spy” Holiday Draw started on October 30th and will continue out throughout the entire month of November. So far, the third place and second place winners have already been selected and have claimed their Tecumseh Dollar prize money. The first place winner of \$500 Tecumseh Dollars will be announced on November 23rd. BIA Members have been generous and have donated 7 prizes for giveaways- adding a fourth week onto the “I Spy” Holiday Draw. The entire Holiday Draw will wrap up on November 30th. A set of license plates have been added to each prize for the winners to take home.

6.5.2 Membership Committee

1. Tecumseh Dollar Program – D. Pelaccia reports on the Tecumseh Dollar Report:

Status of Tecumseh Dollars, listed below is the Tecumseh Dollar Report for September 2020:

BIA Tecumseh Dollars Report				October 31, 2020	
Tecumseh Dollars Budget vs Actuals					
2020 Tecumseh Dollars Sold - Face Value		\$116,970			
Transaction	2020 Budget Expenses	YTD Expense Actuals	Under/Over Budget	Comments	
Tecumseh Dollars Sold - 20% Discount Expense	\$9,000			Approved 2020 Budget Expense	
20% Discount Increases - 2020	\$20,000				
	\$29,000	\$23,234	\$5,766		
Tecumseh Dollars - Donated Expense	\$5,000	\$3,565	\$1,435	Approved 2020 Budget Expense (\$125 additional reimbursement - see 2020 Issued)	
COMBINED TOTALS	\$34,000	\$26,799	\$7,201		
Tecumseh Dollar Program Expenses YTD					
Combined Discount/Donate Expenses- see line #91 on budget		\$26,799			
Bank Fees (Square Credit/Debit Fees)- see line #34	\$0	\$1,177	\$0	This amount is allocated to Bank Fees	
Advertising Expenses- see line #79		\$0		This amount is allocated to Advertising/Marketing	
Printing Expenses- see line #54		\$3,067		This amount is allocated to Office Supplies	
		\$31,043			
Description	Amount to Donate	Discount Amount	Combined Total	Comments	
2020 Budget to donate expense	\$5,000			Value to donate: \$5K	
2019 Budget Discount to sell expense		\$5,000		*\$12,000 was sold in 2019 - \$13,000 sold in 2020	
2020 discount increase to sell (Mar 2020)		\$4,000		Value to sell: \$25K*	
2020 Approved Budget Expense	\$5,000	\$9,000	\$14,000		
2020 discount increase to sell (Jul 2020)		\$4,000		Value to sell: \$20K	
2020 discount increase to sell (Aug 2020)		\$8,000		Value to sell: \$40k	
2020 discount increase to sell (Oct 2020)		\$8,000		Value to sell: \$40k	
2020 Increase Discount Expense		\$20,000	\$20,000		
		\$29,000	\$34,000		
Tecumseh Dollars Reimbursed					
Description	YTD Actuals	Comments			
Dollars redeemed/reimbursed	\$89,695	Reimbursed BIA Members			
Outstanding Tecumseh Dollars*			Current Inventory - Unused Tecumseh Dollars		
* Tecumseh Dollars that have been sold and/or donated but have not been redeemed by the BIA					
2020 Donated	\$0		Type of Tecumseh \$	Quantity	Value
2020 Sold	\$40,385	\$40,385	Sell* \$10	679	\$6,790
2019 (Sold & Donated)	\$7,140	\$7,140	Sell* \$20	500	\$10,000
2018 Donated \$10	\$940		Sell* \$25	0	\$0
2018 Donated \$5	\$185	\$1,125	Sell* \$50	7	\$350
			Sell* \$100	0	\$0
Total Outstanding Liability		\$48,650	Total Tecumseh Dollars Remaining to Sell		\$17,140
			Total Current Tecumseh Dollars to Sell		\$40,000
Average Purchases	Qty of Transactions	Average			
Jan - Oct - All Purchases	146	\$640.00			
Jan - Oct - Cash - zero fees	39	\$503.00			
Jan - Oct - Credit - 2.65% fees	82	\$96.92			
Jan - Oct - Debit - \$0.10 fees	35	\$72.00			
Total Repeat Customers	31				
Top 9 Members Redeemed Tecumseh \$	Amount				
Three Lambs	\$41,495.00				
Zehrs	\$26,710.00				
Graham's	\$5,285.00				
Shoppers Drug Mart	\$4,555.00				
Beddazzle	\$1,850.00				
Tecumseh Home Hardware	\$1,260.00				
Tabouli by Eddy's	\$925.00				
Healthy Mama	\$620.00				
Pet Value	\$500.00				

Associate Membership Program

- New Associate Members:
 - None currently
- Potential New Members (pending due to COVID):
 - Lombardi Barbershop
 - Sherwin Williams Paint
 - Silver Tee Golf
 - The Cheese Factory
- Have to call current Associate Members, Chartwell St. Clair Beach Retirement Residence & Salt Sushi, to ask if they want to renew Associate Membership for another year.
- Next one to call will be in May- Lacasse Printing.

BIA Social Media:

- Will be making an Instagram for the Tecumseh BIA- will advertise for it on Facebook, continue promoting the “I Spy” Holiday Draw, Tecumseh Dollars program & directing traffic to our website.
- (Belle River has an Instagram page of 933 followers currently.)

BIA Facebook Page Stats:

- Since the beginning of launching the “I Spy” Holiday Draw on November 2nd- current date (November 11th):
 - People Reached: 11,796 (up 752%)
 - Post Engagements: 6,766 (up 2444%)
 - Page Likes: 181 (up 1911%)
- 40 businesses partaking when only 20 were needed/anticipated- created “double days” to fit them all in.
- More businesses are asking to jump on- were told we are at capacity, but will promote in other ways, like Eyes on Tecumseh or more giveaways using Tina the Tecumseh BIA Llama in the future- all have been okay with that response.
- Since this social media campaign launched, we have received an overwhelming amount of phone calls and emails inquiring about Tecumseh Dollars.
- Have posted Tecumseh Dollars are sold out for 2020 on our socials, but to stay tuned for 2021 inventory inquiries/release date on selling Tecumseh Dollars.

Nominate A Veteran:

- Anticipated 5 entries, only got 2. Each entry got \$100 as a prize for the Veteran they nominated.
- One of the shares from the post on our Facebook page came from one of the Vets himself who was nominated, Phil Beausoleil, who posted saying he requested his prize money be used to buy toys to be donated to Sparky’s Toy Drive.
- If this program was promoted earlier, there may have been more entries. However, when the results were posted on our socials, the public was quick to respond positively to the entries we did receive.

HST Rebate:

- As of November 5th, \$1401.25 was deposited for the September, 2020 HST refund.

Contacted two Associate Members to renew their Membership, Chartwell and Salt Sushi, for 2021- both have agreed to renew.

6.5.3 Streetscaping Committee

1. BIA Parkette – Cedar roping has been ordered for the gazebo.
2. Bike Racks – No report.
3. Bus Stop- Esthetics of the bus stop in front of Public Parking Lot #1 is being discussed to remove weeds, old newspaper stands, power was roof, etc.

6.5.4 Events Committee

1. BIA Christmas Lights- Nine people helped to volunteer changing 4000 lightbulbs on 53 snowflakes that go along the street poles on Saturday, November 14th in the Parks & Rec garage. Seven of the fixtures did not need to be changed out.
2. There were two accident reports filed from that day. Both were electrical burns caused by short circuiting in the snowflakes.
3. Banner Contest – All but one student has picked up their award, copy of their drawing and taken their picture.

6.5.5 Governance Committee

1. Memorandum of Understanding – First draft received by Clerk; Chair and Coordinator will review and schedule meeting to discuss further.

(TOTBBM – 7-11)

UNFINISHED BUSINESS

- 7.1 Way Finding Signage- to be filed.
- 7.2 Website to be AODA compliant by deadline of December 31st, 2020.
- 7.3 Strategic Plan for 2021 – Differ this to next board meeting.
- 7.4 December Board meeting.

(TOTBBM – 8-11)

NEW BUSINESS

- 8.1 BIA website AODA compliance- after being analyzed by webmaster, our site currently sits at 2/3 compliant.
- 8.2 Executive nominations.
- 8.3 Rezoned BIA lots.
- 8.4 Board meetings- Coordinator asks if Board meetings are to remain second Wednesday of every month at 6:00 PM, instead of third Wednesday at 6:00 PM in order to schedule for 2021.

(TOTBBM – 9-11)

NEXT MEETING

Therefore, the next regular general meeting is scheduled on **Wednesday, December 9, 2020 at 6:00 PM** and is currently scheduled to be held electronically. The live stream will be available on the BIA website at www.tecumsehbia.com

(TOTBBM – 10-11)

ADJOURNMENT

Motion: (BBM-37/20)

Moved by: Brian

Second by: Jules

THAT there being no further business, the **November 18, 2020** regular general meeting of the TOTBIA Board of Management be adjourned at 7:04 PM.

CARRIED.

APPROVED.

**DRAFT ONLY
MINUTES NOT APPROVED**

Candice Dennis, Chair

