

To: BIA Board of Management
From: Denise Pelaccia
Date: May 19, 2021
Subject: BIA Regular Board Meeting – Coordinator Report - No. 5/21



Financial Information

Windsor Rock Gym - April 10, 2019 deposit for rock wall of \$295.00 is non-refundable; it will be carried over to be used in 2021.

Beach Grove Golf & Country Club – January 2020 deposit for 2020 Christmas Party is carried over to November.

Membership Statistics

- NEW BUSINESSES/MEMBERS IN THE BIA AREA:
 - Cheesecake on a Stick- 13300 Tecumseh Rd. E. (Green Valley Plaza, Grand Opening on April 15th, 2021)

- MEMBERS PREPARING TO OPEN:
 - Imperial Gifts and Décor- 12000 Tecumseh Rd. E., Unit UNKNOWN (Grand Opening- TBD)
 - Bourbon- 12049 Tecumseh Rd. E. (Grand Opening TBD)
 - Unique Gallery Art and Coffee Shop- 1614 Lesperance Rd. (Tecumseh Towne Centre- Exact Address in Plaza TBD & Grand Opening TBD)

- MEMBERS WHO HAVE MOVED:
 - SkyVu Solutions- 13300 Tecumseh Rd. E. (Where Merle Norman Cosmetic Studio was. Moved from 11865 Tecumseh Rd E.)

- MEMBERS RECENTLY CLOSED:
 - Merle Norman Cosmetic Studio- 13300 Tecumseh Rd. E. (Where SkyVu Solutions now is.)

- Current Status and Total Number of Members by sector:
 - *April 2021 VS. May 2021
 - Open – 412 VS. 411
 - Associate Members – 4 VS. 4
 - Empty Units/Bldgs. – 46 VS. 45
 - Empty Lots/– 16 VS. 16
 - Empty Commercial Houses – 12 VS. 12
 - Property Owners – 140 (27 Plazas) VS. 140 (27 Plazas)
 - Grand Total – 623 VS. 622

Arts/Entertainment	4 VS. 4
Dining	59 VS. 60
Health & Wellness	139 VS. 139
Home/Commercial Services	14 VS. 14
Professional Services	63 VS. 63
Retail	128 VS. 127
Vacant Lots	16 VS. 16
Property Owners	140 VS. 140
Vacant Units/Bldgs.	46 VS. 46
Residential/Commercial Houses	12 VS. 12
TOTAL MEMBERS (VOTE)	623 VS. 622

Associate Membership Program

- New Associate Members:
 - Moni Hair Boutique- 1825 Manning Rd., Unit 300
 - ONESource Moving Solutions- 425 Leffler Dr.
- Potential New Members (pending due to COVID):
 - Crossroads Canine Academy & Daycamp- 284 E. Pike Creek Rd.
 - Lombardi Barbershop- 25 Amy Croft Dr., Unit #25B
 - Sherwin Williams Paint- 35 Amy Croft Dr., Unit 9
 - Silver Tee Golf- 1360 Highway #3
 - The Cheese Bar- 25 Amy Croft Dr., Unit 29-30B

BIA Social Media:

Current Followers-

- April 2021 VS. May 2021:

- Facebook: 1,626 VS. 1,668
 - Instagram: 559 VS. 581
 - Twitter: 556 VS. 556
- Have posted on all social media platforms: Facebook, Instagram & Twitter, about if Tecumseh Dollars are on sale/when, and when they are sold out/ready to be sold again. The launch dates continue to get postponed to a later date as the province-wide shutdown persists.
 - Released more “Quarantine Questionnaire” Zoom interview videos with Members, to all social media platforms- Facebook, Instagram & Twitter, and have tagged the businesses involved in each episode for them to share on their own pages.
 - Have planned out the rest of the year for virtual Tecumseh Dollars giveaways, including all holidays and other special events. All graphics have been made to go along with each giveaway and the Donation spreadsheet has been updated and prepared for the rest of 2021.
 - Completed our successful virtual Easter Egg Hunt in March on our Facebook page.
 - Have shared multiple social media posts by Members in our BIA on all social media platforms- Facebook, Instagram & Twitter, even on weekends and at night on weekdays.
 - Announced the winners for the 15th Annual “Gallery Without Walls 2021” on all social media platforms: Facebook, Instagram & Twitter. Took photos of each individual entry along with the artist’s name and posted on our socials and website to acknowledge not just the winners, but all entries. This drove traffic to our socials and website from the public. All winners have been contacted, proofs of the banners have been approved, and Lacasse is currently working on

printing out the banners. The Town has been notified of a potential date they will be ready and confirmed they will be ready to install them.

HST Rebate:

First quarter 2021 HST refund from March 31, 2021 of \$1,716.78 has been deposited into the Tecumseh BIA's Operation Account on May 6, 2021.