

Committee Reports:

Marketing Committee: (Keep 5-10 minutes.)

- EYES ON TECUMSEH - Continuing to work with the owner of Eyes on Windsor to create “Eyes on Tecumseh- Business Spotlight” features. So far, we have completed seven features with each feature including five Members at a time. We have about 30 more businesses on hold for their features to be done. Features are posted to Eyes on Windsor’s website as well as ours and shared all over theirs and our social media platforms: Facebook, Instagram and Twitter. Stat have not been received yet for the months of December 2020 - April 2021 from Eyes on Windsor.
- TECUMSEH BIA SWAG - Committee has scheduled a meeting on Wednesday, May 26th at 1:00 PM to discuss purchasing Tecumseh BIA swag to be able to give away to new Members, put towards any giveaways and for “welcome” packages for future Tecumseh BIA Board Members.
- TECUMSEH LIFE - Decision to advertise with Tecumseh Life is undecided at this time for 2021.
- SOCIAL MEDIA - Have been sharing Members posts on our social media platforms: Facebook, Instagram & Twitter.
- WEBSITE - Have been advertising Members by sector on our social media pages that connects back to our website directory, advertising for Tecumseh Dollars, and winners/all entries for 15th Annual Gallery Without Walls Banner Contest.
- THE DRIVE MAGAZINE – Decision to advertise with The Drive Magazine is undecided at this time for 2021.
- TECUMSEH DOLLARS – Putting together a Code of Conduct for Board of Management to follow pertaining to rules and regulations towards Tecumseh BIA programs, like Tecumseh Dollars.