

To: BIA Board of Management
From: Denise Pelaccia
Date: July 21, 2021
Subject: BIA Regular Board Meeting – Coordinator Report - No. 7/21



Membership Statistics

- NEW BUSINESSES/MEMBERS IN THE BIA AREA:
 - GUNA Convenience- 13153 Tecumseh Rd. E. (Kenney Plaza. Grand Opening TBD.)
 - Renew Massage Clinic- 152 Lesperance Rd. (Shore's Edge Building. Grand Opening TBD.)
 - MANOR- Real Estate Brokerage Team Inc., Chuck Roy- 12137 Tecumseh Rd. E. (Old office of DEERKBROOK- Andrew J. Smith Real Estate Inc. Officially opened on June 1st, 2021. Grand Opening TBD.)
 - Potted & Quenched Plant & Gift Shop- 100 Lesperance Rd., Unit 2 (Grand Opening TBD)
- 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)
 - New Earth Wellness- 152 Lesperance Rd. (Officially opens in March 2022. Currently renting at reduced rate from Landlord until hard open.)
- MEMBERS WHO HAVE MOVED:
 - The Beauty Refinery- 1041 Lesperance Rd. (Moved to 13126 Tecumseh Rd. E., Unit 4)
 - Fringe Theory- 13126 Tecumseh Rd. E., Unit 4 (Moved out of BIA to 13072 Talbot Rd., Maidstone)
- MEMBERS CLOSED:
 - TD Canada Trust (Southfield Rd.)- 11846 Tecumseh Rd. E. (Location officially closed as of June 18th, 2021.)
- Current Status and Total Number of Members by sector:
 - *June 2021 VS. July 2021
 - Open – 415 VS. 414
 - Associate Members – 5 VS. 5
 - Empty Units/Bldgs. – 45 VS. 45
 - Empty Lots/– 16 VS. 16
 - Empty Commercial Houses – 12 VS. 12
 - Property Owners – 140 (27 Plazas) VS. 140 (27 Plazas)
 - Grand Total – 626 VS. 625

Arts/Entertainment	4 VS. 4
Dining	60 VS. 60
Health & Wellness	140 VS. 140

Home/Commercial Services	14 VS. 14
Professional Services	64 VS. 64
Retail	129 VS. 128
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)	626 VS. 625

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-

- June 2021 VS. July 2021:

- Facebook: 1,701 VS. 1,733
- Instagram: 628 VS. 660
- Twitter: 554 VS. 558

- 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. We were unable to sell Tecumseh Dollars in June due to the ongoing provincial-wide shut down and had to abide by Covid rules and regulations. Next tentative launch date is Tuesday, August 3rd at 9:00 AM due to the Civic Holiday on Monday, August 2nd.
- 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 Father's Day giveaway on our Facebook page where we gave away Tecumseh Dollars. These giveaways continue to improve our social media engagement and followings on all platforms.
- Completed our successful virtual Spin-The-Wheel for Beauty Services giveaway on our Facebook page where we gave away Tecumseh Dollars to winners who then specifically chose a business within the beauty services industry to patron and the Tecumseh Dollars were dropped off on their behalf to use toward their future service appointments or product purchase. This program ran right before Stage 2 to drive awareness, anticipation, and business for the businesses within the beauty service industry in our BIA to help them gain bookings and hopefully new clients due to being forced to shutdown for so long because of the provincial pandemic rules and regulations set out by the government.

- 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.
- The winners of our Gallery Without Walls Banner Contest are still continuing to come pick up their poster keep-sakes we printed off for them to take home as a “thank you.” We only have five people left to claim their posters.

Additional Office Notes:

- Contacted the Town of Tecumseh after hearing Council disapproved of the way the Tecumseh BIA was doing the month-end financials. After further investigation, the Tecumseh BIA does not have the proper software set-up on the office computers to make Excel documents AODA accessible.
- The online AODA training received for making Excel spreadsheets AODA compliant was unsuccessful due to not having access to the software in order to create accessible Excel files.
- Asked the Town of Tecumseh for help to install the software needed and have booked an on-site appointment with the Systems Analyst at the Town of Tecumseh to assist in this matter.