

To: BIA Board of Management
From: Denise Pelaccia
Date: August 18, 2021
Subject: BIA Regular Board Meeting – Coordinator Report - No. 8/21



Membership Statistics

- NEW BUSINESSES/MEMBERS IN THE BIA AREA:
 - Scoops On Waffles- 12058 Tecumseh Rd. E. (Located inside of MATHCA.)
 - Odyssey Wellness Services- 12201 Tecumseh Rd. E., Suite B (Grand Opening TBD)
 - EL PATRÓN Mexican Grill- 13462 Tecumseh Rd. E. (Where Arta's Salad Bar And Grill was.)

- 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)
 - New Earth Wellness- 152 Lesperance Rd. (Officially opens in March 2022. Currently renting at reduced rate from Landlord until hard open.)

- MEMBERS PREPARING TO CLOSE:
 - ShoeBox- 1614 Lesperance Rd. (Official closing date unknown.)

- MEMBERS CLOSED:
 - Arta's Salad Bar And Grill- 13462 Tecumseh Rd. E. (Official close date unknown.)
 - On The Dark Side Tanning Salon- 13300 Tecumseh Rd. E. (As of August 1st, 2021.)

- Current Status and Total Number of Members by sector:
 - *July 2021 VS. August 2021
 - Open – 414 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 – 625 VS. 625

Arts/Entertainment	4 VS. 4
Dining	60 VS. 60
Health & Wellness	140 VS. 141
Home/Commercial Services	14 VS. 14
Professional Services	64 VS. 64
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)	625 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-

- July 2021 VS. August 2021:
 - Facebook: 1,733 VS. 1,746
 - Instagram: 660 VS. 682
 - Twitter: 558 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. Next launch date is Tuesday, September 7th at 9:00 AM due to Labour Day on Monday, September 6th.
- 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 Summer Shopping Splurge giveaway on our Facebook page where we gave away Tecumseh Dollars while featuring businesses that were selling summer items or having summer-themed sales. These giveaways continue to improve our social media engagement and followings on all platforms.
- 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. They have all been called and reminded again.