



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

Date: Wednesday, October 20, 2021
Time: 6:00 pm
Location: The BIA meeting will be livestreamed. See BIA website for
livestream link.

Present:
Councillor, Andrew Dowie
Councillor, Brian Houston (liaison)
Director, Jules Champoux
Director, Leo Demarce
Director, Linda Proctor

Absent:
Treasurer, Paul Bistany
Director, Jessica Fowler
Director, Joseph Fratangeli

Also Present:
Coordinator, Denise Pelaccia

A. Call to Order

The meeting is called to order at 6:00 pm by Linda Proctor, Acting Chair.

B. Roll Call

C. Disclosure of Pecuniary Interest

No disclosure at this meeting.

D. Delegations

There are no delegations presented to the Board.

E. Communications

1. TOTBIA Board of Management Meeting Minutes

Motion:(BBM-40/21)

That the September 15, 2021 minutes of the Town of Tecumseh Business Improvement Area (TOTBIA) as were duplicated and delivered to the members, **be approved.**

Carried

2. Letters From

No letters were presented to the Board at this time.

F. Supplementary Agenda

There was no supplementary agenda.

G. Reports

1. Chair Report

There was no Chair report presented to the Board.

2. Treasurer Report

Motion:(BBM-41/21)

Moved by Jules Champoux
Seconded by Leo Demarce

That the Treasurer's Report for September 2021 as duplicated and delivered to the Members **be approved.**

Carried

3. Coordinator Report

a. Financial Information

The Coordinator highlights the following financial expenses:

- 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.

b. Membership Statistics

New Businesses/Members in the BIA Area:

- Imperial Gifts and Décor- 12000 Tecumseh Rd. E., Unit UNKNOWN (Grand Opening- TBD.)
- 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:

- Bourbon- 12049 Tecumseh Rd. E. (Torino Plaza & Banquet Hall- Grand Opening TBD.)
- New Earth Wellness- 152 Lesperance Rd. (Officially opens in March 2022. Currently renting at reduced rate from Landlord until hard open.)
- URBNBUD Cannabis Boutique - 1614 Lesperance Rd. (Tecumseh Towne Plaza- Where Unique Gallery Art and Coffee Shop was. Grand Opening TBD.)
- Legends Barber Shop - 13145 Tecumseh Rd. E. (Kenney Plaza- Grand Opening TBD.)

Members Preparing to Close:

- ShoeBox- 1614 Lesperance Rd. (Official closing date unknown.)

Members Moving:

- Pursuit Massage Therapy and Recovery Centre - 1695 Manning Rd. (Same plaza (East Point Trails Plaza)- moving one floor up to Unit 204 & 205 on November 1st, 2021 due to expansion of business. Old Unit 110 will be empty and available.)

Members Closed:

- Unique Gallery Art and Coffee Shop- 1614 Lesperance Rd. (Tecumseh Towne Centre)
- On The Dark Side Tanning Salon- 13300 Tecumseh Rd. E. (Green Valley Plaza)

Current Status and Total Number of Members by sector:

September 2021 VS. October 2021

- Open – 414 VS. 415

- Associate Members – 5 VS. 5
- Empty Units/Bldgs. – 45 VS. 46
- Empty Lots/– 16 VS. 16
- Empty Commercial Houses – 12 VS. 12
- Property Owners – 140 (27 Plazas) VS. 140 (27 Plazas)
- Grand Total – 625 VS. 626

Sectors:

- 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. 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) 625 VS. 626

Associate Membership Program

New Associate Members:

- Moni Hair Boutique- 1825 Manning Rd., Unit 300
- ONE Source Moving Solutions- 425 Leffler Dr.
- Potential New Members (pending due to COVID):
- Crossroads Canine Academy & Day camp- 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: September 2021 VS. October 2021:

- Facebook: 1,765 VS. 1,778
- Instagram: 694 VS. 714
- Twitter: 557 VS. 557
- 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 Monday, November 1st at 9:00 AM.
- 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 “Fall for Fitness” giveaway on our Facebook page where we gave away Tecumseh Dollars while highlighting businesses within the Health & Fitness sector. These giveaways continue to improve our social media engagement and followings on all platforms.
- Currently working on upcoming giveaways for Small Business Week and Halloween for the month of October.
- Working with The Windsor Star to prepare a 2021 edition of our Tecumseh Life Magazine.
- Preparing for Christmas with possible vendors- will schedule a near-future Marketing Committee meeting with Board Members.
- 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.

Note: The Coordinator has posted the application link for new Board Members on website and all social media platforms (Facebook, Instagram & Twitter), as well as sent out a mass email to all of the Tecumseh BIA Membership.

4. Council Report

The Members receive the Council report from Councillor Houston.

5. Committee Reports

a. Marketing Committee

Eyes on Tecumseh: Continuing to execute Eyes on Tecumseh - Business Spotlight. Ninth feature was just released. Our tenth feature will be coming up within the next 2-3 weeks.

Tecumseh Life: The Marketing Committee has decided to organize a Fall/Winter publication. Committee has been working with the Windsor Star to produce content for the publication. Coordinator is working hard to abide by the Windsor Star's deadlines, communicating between the Windsor Star and the Membership, and working with the businesses that wish to be a part of this magazine to help produce their content.

Social Media: Continued contesting, content and Member shares via social media platforms being Facebook, Instagram and Twitter.

Tecumseh BIA Swag: The Marketing Committee is working on execution ideas and how to best distribute our "Tecumseh Proud" swag throughout the community. The idea has circulated to distribute the swag once our "Tecumseh Proud" mural is completed.

Christmas: The Committee is researching the multiple opportunities we have been approached with when it comes to the topic of Christmas this year- narrowing down what our best options are based on the demand in our community, budget and climate we are in due to Covid.

b. Membership Committee

There are no items to report at this time.

c. Beautification Committee

- Mural Projects moves forward with DERKZ
- Received mock-up of mural from DERKZ to present to Halliwill Seguin Law Firm.
- Scheduling a Zoom meeting with them to discuss approvals and disapprovals with the artwork to come to a common agreement upon the final product that will be going up on the wall by DERKZ.
- Waiting on signature from Halliwill Seguin Law Firm to proceed forward with the legal Mural Agreement that was drafted and amended to their requests.
- Sent out an email last month to the Board to view the mock-up upon their request about any inputs or discrepancies they had with the rough draft and have not heard anything back. Therefore, the Beautification Committee will be moving forward with Halliwill

Seguin Law Firm to discuss designs. Committee will continue to keep the Board in-the-loop.

- Still waiting upon DERKZ to give us an execution timeline for the mural.

Next on the committees plans for future discussion:

- Way Finding Signage
- Bus Shelter
- Garbage Can Art
- Bike Racks

d. Events Committee

There are no items to report at this time.

e. Governance Committee

The Coordinator advises that the committee will be requesting a meeting with the Town of Tecumseh regarding the MOU and completing it.

H. Unfinished Business

2021 Strategic Plan

The Coordinator advises that the special meeting regarding the 2021 Strategic plan has been deferred.

I. New Business

Tecumseh BIA Dollars

The Coordinator advises on the number of requests for Tecumseh Dollars from local businesses.

Motion: BBM- 42/21

Moved by Jules Champoux

Seconded by Leo Demarce

That the Tecumseh BIA Board of Management **approve** to print \$2500 worth of Corporate Tecumseh Dollars for purchase by local businesses for the holidays.

Carried

J. Next Meeting

The next regular general meeting is scheduled on Wednesday, November 17, 2021 at 6:00 pm and is currently scheduled to be held electronically. The live stream will be available on the [BIA website](#).

K. Adjournment

Motion: BBM- 43/21

Moved by Jules Champoux
Seconded by Linda Proctor

That there being no further business, the Wednesday, October 20, 2021 meeting of the Town of Tecumseh Business Improvement Area (TOTBIA) **be adjourned** at 8:34 pm.

Carried

Linda Proctor, Acting Chair

Denise Pelaccia, Coordinator