

To: BIA Board of Management
From: Denise Pelaccia
Date: December 15, 2021
Subject: BIA Regular Board Meeting – Coordinator Report - No. 12/21



Membership Statistics

- **NEW BUSINESSES/MEMBERS IN THE BIA AREA:**
 - Cremation First Limited- 400 Manning Rd. (St. Clair Beach Shopping Centre- Grand Opening TBD.)
- **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.)
 - On the Cannabis Side- 13300 Tecumseh Rd. E. (Green Valley Plaza- Grand Opening TBD- Sometime during the first week of December.)
- **MEMBERS CLOSED:**
 - Manoushii Lebanese Bakery- 1614 Lesperance Rd. (Tecumseh Towne Plaza)
 - Tecumseh Gold Exchange- 12306 Tecumseh Rd. E.
- **MEMBER EXPANSION:**
 - India 47 Restaurant + Bar- 1614 Lesperance Rd. (Tecumseh Towne Plaza) has now taken over where The Shoe Box was.
- **Current Status and Total Number of Members by sector:**
 - *November 2021 VS. December 2021
 - Open – 419 VS. 419
 - Associate Members – 5 VS. 5
 - Empty Units/Bldgs. – 48 VS. 49
 - Empty Lots/– 16 VS. 16
 - Empty Commercial Houses – 12 VS. 12
 - Property Owners – 140 (27 Plazas) VS. 140 (27 Plazas)
 - **Grand Total – 630 VS. 630**

Arts/Entertainment	4 VS. 4
Dining	61 VS. 60
Health & Wellness	141 VS. 141
Home/Commercial Services	14 VS. 14
Professional Services	64 VS. 64
Retail	131 VS. 131
Vacant Lots	16 VS. 16
Property Owners	140 VS. 140
Vacant Units/Bldgs.	46 VS. 48

Residential/Commercial Houses 12 VS. 12
TOTAL MEMBERS (VOTE) 630 VS. 630

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-

- November 2021 VS. December 2021:
 - Facebook: 2,038 VS. 2,056
 - Instagram: 738 VS. 772 (CURRENTLY DISABLED)
 - Twitter: 559 VS. 561

- 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 Tecumseh Dollars program is going to be put on pause for January 2022 due to revamping/improving the program.
- 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 “Movember” giveaway on our Facebook page where we gave away Tecumseh Dollars to the five best moustache photos that were emailed to us. These giveaways and creative posts continue to improve our social media engagement and followings on all platforms.
- Currently executing our big, annual Tecumseh Dollars Holiday Draw on our Facebook page where we filmed 20 different businesses that wanted to get involved. The videos allowed them to not only be a part of giving away a sum of \$1000 Tecumseh Dollars, but gave them a platform to inform the public of who they are, what products/services they offer, where they are located, what their operating hours are and what promotions or sales they have going on for the holidays. We are currently working on upcoming giveaway ideas for 2022.
- The Windsor Star Holiday Guide was printed/dispersed and posted digitally, however, there were many issues with it that we approached The Windsor Star about that they said they would make-good on.
- We ordered new light displays for the BIA Parkette that the public seems to be loving.

- Christmas-Themed Corporate Tecumseh Dollars were ordered in case our Tecumseh BIA Business Members want to purchase them for their holiday events, giveaways, or gifts for their employees.
- We partnered with Tecumseh Recreation Services to give away \$500 Tecumseh Dollars for their “Tecumseh’s Holiday Lights” program for the best lit/decorated houses in Tecumseh. That will wrap on Tuesday, December 14th, 2021.
- The office now has new phones. Both the office phone and Tecumseh BIA cellphone have a voicemail/answering machine set-up for the Members and the public to leave messages at when Coordinator is not in office or by the work cellphone.
- 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.