

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

A Regular General Meeting of the Town of Tecumseh BIA (TOTBIA) Members held as of
Wednesday, October 20, 2021 held electronically at 6:00 PM.
Live stream is available on the BIA website at www.tecumsehbia.com

- **(TOTBBM-75-10)**

Call to Order

The meeting is called to order at 7:08 PM by Linda Proctor, Vice Chair.

- **(TOTBBM –76-10)**

- **Roll Call**

Vice Chair	Linda Proctor
Director	Jules Champoux
Director	Leo Demarce
Councillor	Andrew Dowie
Councillor	Brian Houston

Regrets: Treasurer Paul Bistany

Absent: Director Joseph Fratangeli
Director Jessica Fowler

Minute Taker: Coordinator Denise Pelaccia

Guest:

Live Stream:

- **(TOTBBM – 77-10)**
- **Disclosure of Pecuniary Interest – No disclosures of pecuniary interest at this meeting.**
 -
- **(TOTBBM – 78-10)**
- **Delegations – No delegations at this meeting.**
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- **(TOTBBM – 79-10)**
- **Communications**
 - **6.1 TOTBIA Board of Management Meeting Minutes**

Motion: (BBM-40/21) Moved by: Leo Demarce
Second by: Jules Champoux

That the minutes of the Town of Tecumseh TOTBIA Regular General Meeting held on
September 15, 2021 be approved as distributed.

Approved.

Carried.

- **6.2 Letters From– No letters at this time.**
- **(TOTBBM – 80-10)**
- **SUPPLEMENTARY Agenda Adoption- Nothing at this time.**
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- **(TOTBBM – 81-10)**
- **Reports**
- **8.1 Chair Report:**

Chair Report- September 2021:

- Nothing at this time.

- **8.2 Treasurer Report:**

Tecumseh BIA

2021 Month End Financials:

See PDF of Financial Reports for August, 2021 in Agenda.

September 2021 Financial Report:

Motion: (BBM-41/21)

Moved by: Jules Champoux

Second by: Leo Demarce

- **8.3 Coordinator Report – D. Pelaccia reports the following:**

September 2021-

Financial Information

- 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.

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**

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
- 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-

*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: 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.

- **8.4 Council Report –**

See PDF of Council Reports for September, 2021 in Agenda.

- **8.5 Committee Reports –**
- **(TOTBBM – 82-10)**

Marketing Committee: (Keep 5-10 minutes.)

- **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: Facebook, Instagram & Twitter.
- **TECUMSEH BIA SWAG** – 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** – 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.

Membership Committee: (Keep 5-10 minutes.)

- Nothing to report at this time.

Beautification Committee: (Keep 5-10 minutes.)

- 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

Events Committee: (Keep 5-10 minutes.)

- Nothing to report at this time.

Governance Committee: (Keep 5-10 minutes.)

- Working on scheduling a meeting with the Town of Tecumseh about the MOU and completing it.
 - **(TOTBBM – 83-10)**
 - **Unfinished Business**
 - Strategic Plan for 2021 - Need to schedule during a special meeting to complete. - Deferred
- **(TOTBBM – 84-10)**
- **New Business**
- Tecumseh Dollar Requests from Local Businesses

Motion: (BBM-42/21)

Moved by: Jules Champoux

Second by: Leo Demarce

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

- (TOTBBM – 85-10)
- **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 at www.tecumsehbria.com

- (TOTBBM – 86-10)
- **Adjournment**

Motion: (BBM-43/21)

Moved by: Jules Champoux

Second by: Linda Proctor

That there being no further business, the October 20, 2021 regular general meeting of the TOTBIA Board of Management be adjourned at 8:34 PM.

Carried.

Approved.

DRAFT

Linda Proctor, Vice Chair

DRAFT

Denise Pelaccia, Coordinator

MINUTES NOT YET APPROVED.