

To: BIA Board of Management
From: Denise Pelaccia
Date: October 20, 2021
Subject: BIA Regular Board Meeting – Coordinator Report - No. 10/21



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.