

To: BIA Board of Management
From: Denise Pelaccia
Date: February 16, 2022
Subject: BIA Regular Board Meeting – Coordinator Report - No. 02/22



Membership Statistics

• NEW BUSINESSES/MEMBERS IN THE BIA AREA:

- On the Cannabis Side- 13300 Tecumseh Rd. E. (Green Valley Plaza- Grand Opening TBD- Sometime during the Spring. Currently assisting the Owner in the planning process.)

• MEMBERS PREPARING TO OPEN:

- Villa Fong's- 12049 Tecumseh Rd. E. (Torino Plaza & Banquet Hall- Grand Opening TBD.)
- 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.)
- Wild Wing- 1655 Manning Rd. (Food Basics Plaza- Grand Opening TBD.)
- Cloud29- 1655 Manning Rd. (Food Basics Plaza- Grand Opening TBD.)

• Current Status and Total Number of Members by sector:

*January 2022 VS. February 2022

- Open – 420 VS. 421
- Associate Members – 5 VS. 5
- Empty Units/Bldgs. – 48 VS. 47
- Empty Lots/– 16 VS. 16
- Empty Commercial Houses – 12 VS. 12
- Property Owners – 140 (27 Plazas) VS. 140 (27 Plazas)
- **Grand Total – 631 VS. 632**

Arts/Entertainment	4 VS. 4
Dining	61 VS. 61
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)	631 VS. 632

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

***Canvas all of Amy Croft area- Lakeshore.**

BIA Social Media:

Current Followers-

- January 2022 VS. February 2022:
 - Facebook: 2,085 VS. 2,097
 - Instagram: 772 VS. 772 (CURRENTLY DISABLED)
 - Twitter: 561 VS. 561
- Have posted on all social media platforms: Facebook & Twitter about Tecumseh Dollars updates- that there has been a pause on the sale of them for January/February 2022 due to revamps of the program.
- Had a meeting with some Board Members about the Tecumseh Dollars program and landed on selling them at 20% discount, \$300 maximum per person and twice a year- once in May and once in November. We are still selling \$150,000 and will be splitting that total into \$70,000 to sell in May 2022 plus \$5,000 for businesses to purchase, and \$70,000 to sell in November 2022 plus \$5,000 for businesses to purchase. Customers will now have to show their ID upon purchase as there will only be allowed one transaction per household per bi-yearly sale. This will allow more people the opportunity to purchase Tecumseh Dollars and will allow for a longer period of time for people to buy- lessening the hysteria of the past launch days at 9:00 AM sale times every first Monday of the month all year long. We are exploring the option to now be put more responsibility on the businesses to drop their Tecumseh Dollars off to us and have a drop box. We are hoping to be able to do e-transfers as well. This option is still being looked into due to having to receive more financial and logistical information from the bank.
- Working on getting our Instagram account back up from Instagram headquarters before giving up and unfortunately having to make a new one. It's been down since the beginning of December 2021 and have been trying to contact and work with them to get it back ever since. As of mid-February, we will be making a new one if our account cannot be reactivated.
- Launched our 16th Annual Gallery Without Walls Art Banner Contest on our website and social media. The theme this year is "Tecumseh's 100th Anniversary". We have advertised for it on The Dan MacDonald Show on AM800 for free. All school boards have agreed to solicit local schools for participation/entries. So far, we have booked the tentative date of Friday, May 13th, 2022 for our award ceremony. This date is pending due to Covid and what state we will be at in the Spring.
- Currently working on upcoming giveaway ideas for 2022 once the topic of execution for 2022 Tecumseh Dollars is resolved.

- Have shared multiple social media posts by Members in our BIA on all social media platforms- Facebook and Twitter, even on weekends and at night on weekdays.
- The winners of our Gallery Without Walls Banner Contest for 2021 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 several times.
- The arms on our flag poles are showing they need to be replaced due to our banners constantly falling off of them. Our fear is this will become a safety issue. We are currently researching where they were purchased from in the past, so we can get quotes for new ones to order.
- We have ordered and prepared over 60 Covid Care Kits that were delivered to all of our Members across Tecumseh by foot.
- Currently, we are working on our Valentine’s Day giveaway- planning on giving away a dozen roses on our Facebook page.
- Purchased new office supplies for the Tecumseh BIA when events occur again. Specifically for Tecumseh’s 100th Anniversary celebrations & the 16th Annual Gallery Without Walls Art Banner Contest award ceremony that is fast approaching. We have new folding chairs, folding tables, fitted table cloths, table-top spin-wheel, double-sided A-frame advertisement sign, 10 foot red tent with detachable weather protective walls, storage mobile cart, and a Plinko game. After further review, purchasing these great quality products will help ensure we save money in the future on rentals and replacements.
- Working with Kerri Rice from the Town of Tecumseh to figure out which sponsorship package the Tecumseh BIA would like to purchase. So far, the vote is split between sponsoring the mural and sponsoring the fireworks. Need to wait for other Board Members to respond in order to break the split of vote.
- Since our regular sources we have reach out to in the past for access to Rapid Covid Test Kits have run out of supplies, we have managed to locate other sources for our Members to be able to contact for the Rapid Covid Test Kits since the requests for help in this matter have been overwhelming. (Thank you, Andrew, for your help.)
- Would like to purchase new apparel for the Tecumseh BIA Board of Management to wear at events. Presented some examples last meeting, but have not heard back from the Board yet about their decision.
- Looking forward, would like to explore working with 519Culture to create a Mother’s Day/Father’s Day theme gift box for the public to purchase that would advertise some of our Members who would like to provide a product/gift card for service to be sold within the gift box. The Mayor of Tecumseh of Mix 96.7 have recently done an unveiling video/business with 519Culture. Have previously reached out to Brightly Boxed for quotes for this earlier last year, but after further assessment came to the realization that 519Culture may be the better deal.
- Made the suggestion that the Tecumseh BIA should be a part of supporting the 2SLGBTQ+ community since the beginning of last year. Suggested to put in a rainbow sidewalk somewhere within our Town. Zehrs in the Town of LaSalle is now doing so this year. Even if we do not do so in the form of a rainbow sidewalk, we should still do something similar as well. Ultimately, this decision will be left to the Board for discussion. June is Pride Month.