

To: BIA Board of Management
From: Denise Pelaccia
Date: April 20, 2022
Subject: BIA Regular Board Meeting – Coordinator Report - No. 04/22



Membership Statistics

- **NEW BUSINESSES/MEMBERS IN THE BIA AREA:**
 - Bourbon- 12049 Tecumseh Rd. E. (Torino Plaza & Banquet Hall- Hard Grand Opening TBD)
 - New Earth Wellness- 152 Lesperance Rd. (Grand Opening- Friday, June 10th. Time- TBD)
 - Wild Wing- 1655 Manning Rd. (Food Basics Plaza- Grand Opening TBD)
 - Lakewood Ice Cream- 13451 Riverside Dr. E. in Lakewood Park at the old Pro Shop (Hard Grand Opening- TBD)

- **MEMBERS PREPARING TO OPEN:**
 - Beacon Physiotherapy- 1614 Lesperance Rd. (Grand Opening- TBD)
 - Lalovich Real Estate- 11865 Tecumseh Rd. E. (Grand Opening- TBD)
 - Banwell Animal Hospital- 11865 Tecumseh Rd. E. (Grand Opening TBD)
 - Cloud29- 1655 Manning Rd. (Food Basics Plaza- Grand Opening TBD)
 - Crawford Group of Companies Inc.- 12042 Tecumseh Rd. E. (Grand Opening TBD)

- **MEMBERS WHO HAVE CHANGED THEIR NAME:**
 - Prive Salon Boutique- 12033 Tecumseh Rd. E.- are now B/L Hair Studio

- **MEMBERS CLOSED:**
 - Corevapes- 12042 Tecumseh Rd. E.

- **Current Status and Total Number of Members by sector:**
 - *March 2022 VS. April 2022
 - Open – 422 VS. 426
 - Associate Members – 5 VS. 5
 - Empty Units/Bldgs. – 48 VS. 4
 - Empty Lots/– 16 VS. 16
 - Empty Commercial Houses – 12 VS. 12
 - Property Owners – 140 (27 Plazas) VS. 140 (27 Plazas)
 - **Grand Total – 633 VS. 637**

Arts/Entertainment	4 VS. 4
Dining	61 VS. 64
Health & Wellness	141 VS. 142
Home/Commercial Services	14 VS. 14

Professional Services	65 VS. 64
Retail	131 VS. 131
Vacant Lots	16 VS. 16
Property Owners	140 VS. 140
Vacant Units/Bldgs.	48 VS. 45
Residential/Commercial Houses	12 VS. 12
TOTAL MEMBERS (VOTE)	633 VS. 637

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-

- March 2022 VS. April 2022:
 - Facebook: 2,099 VS. 2,136
 - Instagram: 137 (NEW)
 - Twitter: 568 VS. 569
- Have posted on all social media platforms: Facebook, Instagram & Twitter about Tecumseh Dollars updates- the launch dates for 2022 being Monday, May 2nd, 2022 and Monday, November 2nd, 2022.
- Have received and sorted all the Tecumseh Dollars into four separate piles: launch day for May, launch day for November, giveaways for 2022 & corporate sales for 2022.
- Have stamped and initialed all Tecumseh Dollars.
- Received all entries for our 16th Annual Gallery Without Walls Art Banner Contest: coordinated drop-offs, matched entry forms to art pieces, organized in spreadsheet & set aside for our panel of judges to vote before Friday, April 22nd, 2022.
- Working with Lacasse Printing to get the 100th Anniversary logo incorporated onto the banners that we select and print.
- Working on planning our award ceremony on Friday, May 13th, 2022 for the 16th Annual Gallery Without Walls Art Banner Contest. After entries are chosen by judges, those selected will be contacted to attend.
- Created a new Instagram for the Tecumseh BIA and have since been trying to build our following. Continuously posting relevant content to keep our followers up-to-date on all things Tecumseh BIA and sharing Members posts they tag us in. Our old Instagram that had a following of over 800 has been disabled since the beginning of December 2021.

- Currently working on upcoming giveaway ideas for 2022 and can execute them once our Tecumseh Dollars are printed and delivered.
- Have shared multiple social media posts by Members in our BIA on all social media platforms- Facebook, Instagram and Twitter, even on weekends and at night on weekdays.
- Five of the winners of our 15th Annual Gallery Without Walls Art Banner Contest for 2021 have yet to pick-up their poster keepsake. They have been contacted numerous times and are being filed away until further notice.
- Searching for ties that can be attached to the arms on our flag poles in order to prevent our banners from continuing to fly off.
- We recently did an Easter giveaway where our Facebook followers had to guess how many chocolate mini eggs were in our jar. The winner walked away with not only the giant jar of chocolate mini eggs, but \$150 Tecumseh Dollars. The winner has since picked up her prize. These types of giveaways are proven to bring traffic to ours/our Members' socials and website. This allows more people to be able to see what we are up to, what's new in the Town of Tecumseh, and get involved with our Tecumseh businesses.
- Have been working with 519Culture to create our "Tecumseh Treasure Boxes." So far, 10 businesses have asked to partake. Currently working on the pricing and launch of our new promotional boxes in time for the 100th Anniversary Celebrations. Have been conversing with Kerri Rice about the purchase of 65 of these boxes for gifts.
- Working with Kerri Rice from the Town of Tecumseh to collaborate on everything we can that has to do with the 100th Anniversary Celebrations.
- We are also awaiting our grant money we received from the Main Street grant we applied for in partnership with Kerri Rice from the Town of Tecumseh.
- Have been contacting businesses and filming videos interviewing Tecumseh BIA Business Members asking them why they chose Tecumseh to call the home of their businesses. Have a list of businesses that have been completed and some that are on a waiting list. These will be completed by mid-May and will be posted on our socials leading up to the 100th Anniversary Celebrations to help advertise for the events.
- Have been contacted multiple times by Tecumseh Pickle Ball to be involved in their Grand Opening- set-up a booth during the festivities, and have a tournament between the Tecumseh BIA and the Town of Tecumseh.