

To: BIA Board of Management
From: Denise Pelaccia
Date: May 18, 2022
Subject: BIA Regular Board Meeting – Coordinator Report - No. 05/22



Membership Statistics

- **NEW BUSINESSES/MEMBERS IN THE BIA AREA:**

- Cloud29- 1655 Manning Rd. (Food Basics Plaza- 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)
- Crawford Group of Companies Inc.- 12042 Tecumseh Rd. E. (Grand Opening TBD)

- **Current Status and Total Number of Members by sector:**

*April 2022 VS. May 2022

- Open – 426 VS. 427
- 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 – 637 VS. 638**

Arts/Entertainment	4 VS. 4
Dining	64 VS. 64
Health & Wellness	142 VS. 142
Home/Commercial Services	14 VS. 14
Professional Services	64 VS. 64
Retail	131 VS. 132
Vacant Lots	16 VS. 16
Property Owners	140 VS. 140
Vacant Units/Bldgs.	48 VS. 47
Residential/Commercial Houses	12 VS. 12
TOTAL MEMBERS (VOTE)	637 VS. 638

Associate Membership Program

- **New Associate Members:**

- Moni Hair Boutique- 1825 Manning Rd., Unit 300
- ONESource Moving Solutions- 425 Leffler Dr.
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- **Potential New Members (pending due to COVID):**

- Riso Kitchen Inc.- 33 Amy Croft Dr.

- 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-

- April 2022 VS. May 2022:
 - Facebook: 2,136 VS. 2,149
 - Instagram: 137 VS. 178
 - Twitter: 569 VS. 570
- 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 sold to a total of 58 people to date of writing this report.
- Coordinator suggest the public booking “appointments” next time we launch the dollars. It has been hard to sell them with just one person manning the office due to lunches, bank runs, Tecumseh Dollar runs, mail runs, meetings with Members and outside parties, filming/posting for online and social media promotions, Grand Openings & other errands that take her out from the office that are an important part of her role.
- All entries for our 16th Annual Gallery Without Walls Art Banner Contest have been chosen and brought to Lacasse Printing. The Coordinator has executed all aspects of Award Ceremony with participants, Lacasse Printing, MATHCA and Tecumseh Arena in preparation for the night.
- Coordinator has come up with multiple ways to distribute “Tecumseh Proud” swag and has counted inventory, organized and packaged it all accordingly.
- 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.
- We recently did a Mother’s Day giveaway where our Facebook followers had to describe their Mom in three words. The winner was chosen at random and walked away with \$200 Tecumseh Dollars. 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.
- We are 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.