

To: BIA Board of Management  
From: Denise Pelaccia  
Date: July 20, 2022  
Subject: BIA Regular Board Meeting – Coordinator Report - No. 07/22



## Membership Statistics

- **NEW BUSINESSES/MEMBERS IN THE BIA AREA:**
  - Copper Branch- 13300 Tecumseh Rd. E. (Grand Opening TBD)
  - Crawford Group of Companies Inc.- 12042 Tecumseh Rd. E. (Grand Opening TBD)
  - Beacon Physiotherapy- 1614 Lesperance Rd. (Grand Opening- TBD)
- **MEMBERS THAT MOVED LOCATIONS:**
  - Maison Mary Anne- Moving out of 13139 Tecumseh Rd. E. (Moved to where The Dandelion was located- 119 Lesperance Rd. as of Monday, July 4<sup>th</sup>, 2022.)
- **MEMBERS PREPARING TO MOVE/CLOSE:**
  - Dressed by an Olive- 366 Manning Rd.
- **Current Status and Total Number of Members by sector:**
  - \*June 2022 VS. July 2022
    - Open – 426 VS. 425
    - Associate Members – 5 VS. 5
    - Empty Units/Bldgs. – 48 VS. 49
    - Empty Lots/– 16 VS. 16
    - Empty Commercial Houses – 12 VS. 12
    - Property Owners – 140 (27 Plazas) VS. 140 (27 Plazas)
    - **Grand Total – 637 VS. 635**

Arts/Entertainment	4 VS. 4
Dining	64 VS. 65
Health & Wellness	142 VS. 142
Home/Commercial Services	14 VS. 14
Professional Services	64 VS. 64
Retail	131 VS. 130
Vacant Lots	16 VS. 16
Property Owners	140 VS. 140
Vacant Units/Bldgs.	47 VS. 48
Residential/Commercial Houses	12 VS. 12
<b>TOTAL MEMBERS (VOTE)</b>	<b>637 VS. 635</b>

## Associate Membership Program

- **Newer Associate Members:**
  - Moni Hair Boutique- 1825 Manning Rd., Unit 300
  - ONESource Moving Solutions- 425 Leffler Dr.

- **Potential New Members (were pending during 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 & East Windsor.**

### **BIA Social Media:**

Current Followers-

- June 2022 VS. July 2022:
  - Facebook: 2,171 VS. 2,231
  - Instagram: 219 VS. 302
  - Twitter: 575 VS. 579

- Have posted on all social media platforms: Facebook, Instagram & Twitter about Tecumseh Dollars updates- the launch dates for 2022 being Monday, May 2<sup>nd</sup>, 2022, and Monday, November 2<sup>nd</sup>, 2022.
- Have sold to a total of 76 people to date of writing this report. We continue to attract new people and spread the word about Tecumseh Dollars to a grander audience by the new method of selling these that we've implemented.
- A few banner winners have come to pick-up their poster keepsakes from 2021 recently.
- New office signs have arrived from Lacasse to inform the public of the times and reasons away from the office when needed.
- New hours have officially come into effect.
- Coordinated, attended, and created/posted advertisements for multiple Grand Openings.
- Delivered 52 Tecumseh Treasure boxes to the Town of Tecumseh for the 100<sup>th</sup> Anniversary VIP gifts for their employees. 519Culture is still working with us to sell more of these boxes. These are based off pre-sales, so there is no deadline or end date unless we create one.
- Have set-up and attended multiple Grand Openings.
- Received the final print of the Spring Edition of the Tecumseh Life Magazine with the Windsor Star. Very pleased with the turnout!
- 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 are awaiting our grant money for our mural projects we received from the Main Street grant we applied for in partnership with Kerri Rice from the Town of Tecumseh.
- Have posted our videos interviewing Tecumseh BIA Business Members asking them why they chose Tecumseh to call the home of their businesses. The purpose of these was to advertise for the Town's 100<sup>th</sup> Anniversary Celebrations and to build the anticipation.
- Attended the 100<sup>th</sup> Anniversary Celebrations on Saturday, July 2<sup>nd</sup> at Lakewood Park North for the Birthday Party where the fireworks we helped sponsor were taking place later that night. We set up a booth next to one of the other sponsors, Axiom Mortgage. We advertised for our attendance via social media and attracted multiple people to our booth with our new office equipment- spin wheel, plinko game, etc., where we gave away multiple items of our Tecumseh Proud swag (pens, note pads, tote bags, water bottles, TOTBIA license plate covers), and the chance for people to win \$100 Tecumseh Dollars. We gave away \$500 total to 5 lucky winners out of almost 100 people that visited our booth in only 2 hours! Overall, it was a great success! Thank you to everyone who helped or came by to show your support!