

To: BIA Board of Management
 From: Denise Pelaccia
 Date: August 17, 2022
 Subject: BIA Regular Board Meeting – Coordinator Report - No. 08/22



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 4th, 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 – 425 VS. 425
 - Associate Members – 5 VS. 5
 - Empty Units/Bldgs. – 49 VS. 49
 - Empty Lots/– 16 VS. 16
 - Empty Commercial Houses – 12 VS. 12
 - Property Owners – 140 (27 Plazas) VS. 140 (27 Plazas)
 - **Grand Total – 635 VS. 635**

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

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-

- July 2022 VS. August 2022:
 - Facebook: 2,231 VS. 2,241
 - Instagram: 302 VS. 359
 - Twitter: 579 VS. 579

- 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 80 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.
- Coordinated, attended, and created/posted advertisements for multiple Grand Openings.
- Have set-up and attended multiple Grand Openings.
- 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.
- Ran a Canada Day trivia game on Facebook where three lucky winners won \$50 Tecumseh Dollars. These types of online giveaways help draw traffic to our social media which helps promote not only the Tecumseh BIA, but our Members as well.