

To: BIA Board of Management
From: Denise Pelaccia
Date: September 21, 2022
Subject: BIA Regular Board Meeting – Coordinator Report - No. 09/22



Membership Statistics

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

- Copper Branch- 13300 Tecumseh Rd. E. (Grand Opening TBD)

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

*July 2022 VS. August 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-

- August 2022 VS. September 2022:
 - Facebook: 2,241 VS. 2,559
 - Instagram: 359 VS. 421
 - 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 102 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.
- 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.
- Reached out to new businesses to welcome them and get them set-up on our website, mailing lists & contact information spreadsheets.
- Inquired information about external promotional services.
- Called around to gain knowledge about the bench advertisements and pass it onto our Members via email.
- Gathered quotes and information on different services for our 58th Annual Tecumseh BIA Christmas Party event, as well as created & ordered the invitations.
- Ran a Summer Shopping Spree 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.