

To: BIA Board of Management  
From: Denise Pelaccia  
Date: October 19, 2022  
Subject: BIA Regular Board Meeting – Coordinator Report - No. 10/22



## Membership Statistics

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

- Red Swan Pizza- 1655 Manning Rd. (Food Basics Plaza)

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

\*August 2022 VS. September 2022

- Open – 425 VS. 426
  - Associate Members – 5 VS. 5
  - Empty Units/Bldgs. – 49 VS. 48
  - Empty Lots/– 16 VS. 16
  - Empty Commercial Houses – 12 VS. 12
  - Property Owners – 140 (27 Plazas) VS. 140 (27 Plazas)
  - **Grand Total – 635 VS. 636**

Arts/Entertainment	4 VS. 4
Dining	65 VS. 66
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
<b>TOTAL MEMBERS (VOTE)</b>	<b>635 VS. 636</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-**

- September 2022 VS. October 2022:
  - Facebook: 2,559 VS. 2,701
  - Instagram: 421 VS. 466
  - 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 2<sup>nd</sup>, 2022, and Monday, November 2<sup>nd</sup>, 2022.
- Have sold to a total of 115 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.
- Reached out to new businesses to welcome them and get them set-up on our website, mailing lists & contact information spreadsheets. Have met with some to explain our Tecumseh Dollars program and deliver Tecumseh Dollar door decals.
- Have gone to meetings with other local BIA Coordinators (Leamington, Kingsville, Essex, Tilbury, Downtown Windsor & Belle-River) to share knowledge/suggestions about different programs being run throughout our districts. Doing these meetups helps us stay up to date with what other BIA's and municipalities are doing. Viewing them as co-workers and not competition- bouncing ideas off each other helps expand possibilities within our own boundaries.
- Inquired information about external promotional services.
- Ran a Thanksgiving Day giveaway on Facebook where two lucky winners won \$100 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.