

To: BIA Board of Management
From: Denise Pelaccia
Date: November 16, 2022
Subject: BIA Regular Board Meeting – Coordinator Report - No. 11/22



Membership Statistics

- **NEW BUSINESSES/MEMBERS IN THE BIA AREA:**
 - Frydays Fish & Chips- 400 Manning Rd. (Zehrs Plaza)
 - Bro's Detailing- 13161 Tecumseh Rd. E. (Kenney Plaza)
 - Equity Plus Mortgages- 13340 Lanoue St. (Lakeland Plaza)
 - Canadian First Financial- 13340 Lanoue St. (Lakeland Plaza)
 - Harmony Dental- 12049 Tecumseh Rd. E., Suite 5 (Bourbon Plaza)

- **Current Status and Total Number of Members by sector:**
*September 2022 VS. October 2022
 - Open – 426 VS. 431
 - Associate Members – 5 VS. 5
 - Empty Units/Bldgs. – 48 VS. 4
 - Empty Lots/– 16 VS. 16
 - Empty Commercial Houses – 12 VS. 12
 - Property Owners – 140 (27 Plazas) VS. 140 (27 Plazas)
 - **Grand Total – 636 VS. 640**

| | |
|-------------------------------|--------------------|
| Arts/Entertainment | 4 VS. 4 |
| Dining | 66 VS. 67 |
| Health & Wellness | 142 VS. 143 |
| Home/Commercial Services | 14 VS. 14 |
| Professional Services | 64 VS. 67 |
| 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) | 636 VS. 640 |

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-

- October 2022 VS. November 2022:

- Facebook: 2,701 VS. 2,985
- Instagram: 466 VS. 504
- Twitter: 579 VS. 577

- 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 168 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.
- Inquired information about external promotional services.
- Ran a Halloween 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.