

To: BIA Board of Management
From: Denise Pelaccia
Date: February 14, 2023
Subject: BIA Regular Board Meeting – Coordinator Report - No. 2/23



Membership Statistics

- **BUSINESSES/MEMBERS IN THE BIA AREA PREPARING TO OPEN:**

- Dollarama- 400 Manning Rd. (Zehrs Plaza)

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

*December 2022 VS. January 2023

- Open – 431 VS. 432
- Associate Members – 5 VS. 5
- Empty Units/Bldgs. – 48 VS. 47
- Empty Lots/– 16 VS. 15
- Empty Commercial Houses – 12 VS. 12
- Property Owners – 140 (27 Plazas) VS. 140 (27 Plazas)
- **Grand Total – 636 VS. 635**

Arts/Entertainment	4 VS. 4
Dining	67 VS. 67
Health & Wellness	143 VS. 143
Home/Commercial Services	14 VS. 14
Professional Services	67 VS. 67
Retail	130 VS. 131
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)	640 VS. 641

Associate Membership Program

- **Newer Associate Members:**

- Moni Hair Boutique- 1825 Manning Rd., Unit 300 – Waiting on Membership Renewal
- ONESource Moving Solutions- 425 Leffler Dr. – Has Renewed for 2023

- **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-

- January 2022 VS. February 2023:
 - Facebook: 3,368 VS. 3,421
 - Instagram: 600 VS. 629
 - Twitter: 580 VS. 578

- Have posted on all social media platforms: Facebook, Instagram & Twitter about Tecumseh Dollars updates- the program is currently on pause for reevaluation/improvements.
- Have sold to a total of 292 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 and keep our regulars happy.
- 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 and opportunities.
- Have cleaned out our old office on Lacasse since the Town is not utilizing that space. Have thrown away old items, shredded outdated documents & kept some materials in good condition that we could use again at a later date.
- Have met with a few salespeople to discuss the benefits of a possible collaboration.
- Grand Openings: made promotional graphics and posted them to social media, coordinated with new business owners for date/time/special offers/events taking place, communicated information internally to Board of Directors & the Town of Tecumseh, attended, and posted photos to all social media platforms of the ribbon-cutting ceremony to welcome the new businesses into our Town. Thank you to our Board Members for attending these Grand Openings as well to help our new Members feel welcomed!