

To: BIA Board of Management  
From: Denise Pelaccia  
Date: March 14, 2023  
Subject: BIA Regular Board Meeting – Coordinator Report - No. 3/23



## 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:**

\*January 2023 VS. February 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
<b>TOTAL MEMBERS (VOTE)</b>	<b>640 VS. 641</b>

## 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-**

- February 2023 VS. March 2023:
  - Facebook: 3,421 VS. 3,489
  - Instagram: 629 VS. 658
  - Twitter: 578 VS. 594
  
- 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 303 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.
- Ran a Valentine's Day Tecumseh Dollars draw on social media which helped us gain followers and brought attention to our pages/businesses in the process. These types of giveaways encourage traffic to our Facebook, Instagram and Twitter as well as promotes our Tecumseh Dollars program and Members within on Tecumseh BIA boundaries as well.
- Inquired information about external promotional services and opportunities.
- Have met with a few salespeople to discuss the benefits of a possible collaboration.