

To: BIA Board of Management
From: Denise Pelaccia
Date: April 18, 2023
Subject: BIA Regular Board Meeting – Coordinator Report - No. 4/23



Membership Statistics

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

- Novembers Eve- 100 Lesperance Rd., Unit 2 (next to Slinky's)
- Better Hairdaze- 13167 Tecumseh Rd. E. (Kenney Plaza)

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

*February 2023 VS. March 2023

- Open – 432 VS. 434
- Associate Members – 5 VS. 5
- Empty Units/Bldgs. – 47 VS. 45
- Empty Lots/– 16 VS. 15
- Empty Commercial Houses – 12 VS. 12
- Property Owners – 140 (27 Plazas) VS. 140 (27 Plazas)
- **Grand Total – 635 VS. 637**

Arts/Entertainment	4 VS. 4
Dining	67 VS. 67
Health & Wellness	143 VS. 143
Home/Commercial Services	14 VS. 14
Professional Services	67 VS. 68
Retail	131 VS. 132
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)	641 VS. 643

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-

- March 2023 VS. April 2023:
 - Facebook: 3,489 VS. 3,496
 - Instagram: 658 VS. 694
 - Twitter: 594 VS. 593
- 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 an Easter 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.
- Have met up with CAO from the Town of Tecumseh to discuss Executive Summary form Foresight Management Consulting to see where the Town of Tecumseh and the Tecumseh BIA can team up on some projects.
- Have booked trip to 2023 OBIAA Conference in London, ON.
- Worked on updating budget and new budget proposal for 2023.
- Worked on fixing issues with Tecumseh Dollars spreadsheet in-person with Bookkeeper: cleared up discrepancies & discussed miscommunication.