

To: BIA Board of Management  
From: Denise Pelaccia  
Date: May 17, 2023  
Subject: BIA Regular Board Meeting – Coordinator Report - No. 5/23



## Membership Statistics

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

\*March 2023 VS. April 2023

- Open – 434 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 – 637 VS. 637**

Arts/Entertainment	4 VS. 4
Dining	67 VS. 67
Health & Wellness	143 VS. 143
Home/Commercial Services	14 VS. 14
Professional Services	68 VS. 68
Retail	132 VS. 132
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>643 VS. 643</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-**

- April 2023 VS. May 2023:
  - Facebook: 3,496 VS. 3,499
  - Instagram: 694 VS. 716
  - Twitter: 593 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.
- Inquired information about external promotional services and opportunities.
- Worked on updating budget and new budget proposal for 2023.
- Worked on the 17<sup>th</sup> Annual Gallery Without Walls Art Banner Contest: sorting entries in spreadsheet, calling winners, preparing rewards, speeches, prepping venue, ordering snacks & beverages, posting to social media/website, and sending invitations to awards ceremony.