

To: BIA Board of Management
From: Denise Pelaccia
Date: August 21, 2023
Subject: BIA Regular Board Meeting – Coordinator Report - No. 8/23



Membership Statistics

Members Closed:

- Maison Mary Anne – 119 Lesperance Rd. (Closed at Beginning of August 2023)

Members Preparing to Move:

- Art Galia Art & Custom Framing – from 13127 Tecumseh Rd. E. (Kenney Plaza) to 119 Lesperance Rd.

Members Preparing to Open:

- Fitness Boutique – 400 Manning Rd. (St. Clair Beach Shopping Centre)

New Members:

- Beddazzle Bedroom & Bathroom Studio – 1614 Lesperance Rd. (Tecumseh Towne Centre)
- Spirit Halloween (Seasonal Pop-Up Store) – 13300 Tecumseh Rd. E. (Green Valley Plaza)

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

*June 2023 VS. July 2023

- Open – 436 VS. 437
- Associate Members – 5 VS. 5
- Empty Units/Bldgs. – 45 VS. 46
- Empty Lots/– 15 VS. 14
- Empty Commercial Houses – 12 VS. 12
- Property Owners – 140 (27 Plazas) VS. 140 (27 Plazas)
- **Grand Total – 639 VS. 640**

Arts/Entertainment	4 VS. 4
Dining	67 VS. 67
Health & Wellness	144 VS. 144
Home/Commercial Services	14 VS. 14
Professional Services	69 VS. 69
Retail	132 VS. 133
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)	645 VS. 646

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
- Piskey's Mobile Auto Wash & Detailing- 13165 Tecumseh Rd. E., Unit K

***Canvas all of Amy Croft area- Lakeshore & East Windsor.**

BIA Social Media:

Current Followers-

- July 2023 VS. August 2023:

- Facebook: 3,785 VS. 3,841
- Instagram: 751 VS. 760
- Twitter: 594 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 308 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 planning for Tecumseh Twilight event.
- Worked on planning for a Fall Night Market event/events with Tecumseh Parks & Rec.
- Worked on updating budget and new budget proposal for 2023.
- Worked on finalizing mural projects for Summer/Fall 2023 with all parties involved.
- Worked with hired marketing firm, Exponential Solutions Consulting, to help with our rebranding, marketing & advertising.
- Worked with hired gift card company, Miconex, to help with the relaunch/revamp of our Tecumseh Dollars program to go from paper to digital/plastic.
- Updated website directory.