

To: BIA Board of Management
From: Denise Pelaccia
Date: November 15, 2023
Subject: BIA Regular Board Meeting – Coordinator Report - No. 11/23



Membership Statistics

Members Closed:

- MATHCA – 12058 Tecumseh Rd. E.
- Healthy Mama – 152 Lesperance Rd.

Members Preparing to Open:

- Discounted Cannabis – 13167 Tecumseh Rd. E.
- Whip It Good – 12312 Tecumseh Rd. E.
- Toto Café – 13127 Tecumseh Rd. E.

Members Who Have Moved:

- El Patron – moved to 12058 Tecumseh Rd. E.
- Fowler Plumbing – moved to 12218 Riverside Dr. E., Unit 6

New Members:

- Disc N Dat – 13350 Lanoue St.
- Simon's Prime – 13420 Tecumseh Rd. E.
- Healthy Pet Market – 13167 Tecumseh Rd. E.

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

*September 2023 VS. October 2023

- Open – 437 VS. 439
- Associate Members – 5 VS. 5
- Empty Units/Bldgs. – 46 VS. 47
- Empty Lots/– 15 VS. 14
- Empty Commercial Houses – 12 VS. 12
- Property Owners – 140 (27 Plazas) VS. 140 (27 Plazas)
- **Grand Total – 640 VS. 657**

Arts/Entertainment	4 VS. 4
Dining	67 VS. 68
Health & Wellness	144 VS. 144
Home/Commercial Services	14 VS. 14
Professional Services	69 VS. 69
Retail	133 VS. 135
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)	646 VS. 650

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
- Alba's Medical Esthetics – 2535 Lesperance Rd.

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

BIA Social Media:

Current Followers-

- October 2023 VS. November 2023:

- Facebook: 3,901 VS. 4,102
- Instagram: 803 VS. 824
- Twitter (X): 590 VS. 589

- 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.
- Met with Tecumseh Parks & Rec and The Optimist Club of St. Clair Beach to see where we can collaborate and which events we can work on together.
- Worked on updating the List of Members Who Accept Tecumseh Dollars.
- Worked on updating the information of businesses on our website- website directory & Board of Management section.
- Worked on updating the business information Excel spreadsheets.

- Delivered Tecumseh Dollars.
- Ordered new equipment for events.
- Designed, ordered & organized new swag.
- Cleaned out office & organized office.
- Worked on finalizing mural projects for Fall/Winter 2023 with all parties involved.
- 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 Tecumseh Dollars & Petty Cash spreadsheets with Bookkeeper.
- Set-up Grand Openings/Re-Grand Openings with several different businesses.
- Facilitated & Executed Small Business Week 2023 BIA Collaboration – was featured in OBIAA's newsletter and nominated for an award.