



**Minutes of a Regular General Meeting of the
Town of Tecumseh Business Improvement Area
(TOTBIA)**

Date: Wednesday, January 24, 2024
Time: 6:00 pm
Location: Tecumseh BIA Office
12122 Tecumseh Rd. E. Unit 2
Tecumseh, ON

Present:
Councillor, James Dorner
Councillor, Brian Houston
Vice Chair, Director Lauren Carcelen
Chair, Director Leo Demarce
Director, Eddy Hammoud
Director, Josh Shepley
Treasurer, Director Sandra Zanet

Absent:
Director, Jules Champoux

A. Call to Order

The meeting is called to order at 6:00 pm by Leo Demarce, Chair.

B. Roll Call

C. Disclosure of Pecuniary Interest

There are no disclosures of pecuniary interest declared at this meeting.

D. Delegations

There are no delegations presented to the Board.

E. Communications**1. TOTBIA Board of Management Meeting Minutes****Motion: BBM- 01/24**

Moved by Eddy Hammoud
Seconded by Josh Shepley

That the Wednesday, December 14, 2024 minutes of the Town of Tecumseh Business Improvement Area (TOTBIA) as were duplicated and delivered to the members, **be adopted**.

Carried

2. Letters From

There are no letters presented to the Board.

F. Supplementary Agenda**G. Reports****1. Chair Report**

There was no report presented to the Board.

2. Treasurer Report

There was no report presented to the Board.

3. Coordinator Report

There were no reports presented to the Board.

4. Council Report

Councillor Brian Houston presented a verbal report on items that related to the BIA.

5. Committee Reports - Updates**a. Marketing Committee**

The Marketing Committee continues to meet monthly to discuss and plan for the following month's social media strategies.

Instagram Following: 52 New Followers

Accounts reached: 4.8k

Issues have arisen with the BIA Facebook page which the team is working diligently to resolve. ESConsulting has been working on the January campaign of "New Year, New Local Discoveries" and continues to roll out throughout the month. This campaign focuses on new years resolutions

and features Tecumseh businesses that specialize in Fitness and Health, as well as Beauty and Self Care.

Some enhancements to the website are ongoing. The committee continues to foster community engagement through social media by highlighting local businesses and encourage exploration throughout Tecumseh.

Planning for February includes Super Bowl/Tailgating and a focus on businesses that will be playing Super Bowl Live. Another campaign planned for February is “Love, Local, Love Tecumseh” and will feature businesses owned by couples and their story to keep in line with a Valentine’s day theme.

a. Tecumseh Dollars

The Tecumseh Dollars committee continues to make headway in their efforts to launch the new program for Spring. We are now in the marketing and financial phase. Funds are required to be deposited into an on-line “wallet” where the dollars will be purchased from. The transfer of the funds requires Board approval.

Motion: BBM- 02/24

Moved by Sandra Zanet

Seconded by Eddy Hammoud

That \$22,000 from the Tecumseh Dollars budget be approved and funds transferred to the Tecumseh Dollars “wallet” fund for new program launch.

Carried

b. Membership Committee

There are no updates at this time.

c. Beautification Committee

The Beautification Committee will begin planning for the spring. The committee would like to quote larger hanging baskets for the Tecumseh main street as well as large pots for small trees or plants along the road. The committee will need to work with the town for further planning on this. Small banners for lights posts with the new BIA logo will be quoted within the next few months. Committee plans to arrange a meeting in the next few months for further planning.

The mural painting by Derkz has been delayed due to weather. Derkz has contacted Mr. Demarce to suggest a protective clear coat finish be applied to the mural which will protect the piece from graffiti and UV damage.

There are two products, one that will last 10 years and another that will last 15 years.

Motion: BBM- 03/24

Moved by Sandra Zanet

Seconded by Josh Shepley

That the additional funds in the amount of \$2,091.63 **be approved** to purchase the 10-year protective coat be applied to the mural.

Carried

d. Events Committee

The Events committee will be planning another business mixer at Winelogy on March 7, 2024. All Board members are expected to be in attendance. The events committee will be meeting in a few weeks time to further plan for this event.

e. Governance Committee

Selection of the Executive Team for 2024 is discussed. It was decided that members and their respective roles will remain the same for the 2024 being Laura Carcelen, Sandra Zanet and Leo Demarce provided all those individuals elected continue to uphold the responsibilities of their respective roles.

H. Unfinished Business

There is no unfinished business items presented to the Board.

I. New Business

1. Budget Discussion

The BIA was \$82,000 under budget for this term. As such, the Board agrees to continue with the budget as it stands for the next term.

2. Outstanding Email Items

Security flags have been raised with the BIA email which is potentially due to outstanding security upgrades. BIA will now purchase their own email account and no longer be tied to the town email. Each BIA member will receive their own individualized BIA email going forward.

3. Candidates for the BIA Co-Ordinator Position

Motion: BBM- 04/24

Moved by Lauren Carcelen

Seconded by Eddy Hammoud

That the January 24, 2024 BIA meeting of Council **convene** in closed session in accordance with Section 239 (2)(d) of the *Municipal Act, 2001*, which states that a meeting or part of a meeting may be closed to the public if the subject matter being considered or the purpose is to:

(d) Labour relations or employee negotiations.

Carried

The Board rises from the in camera session at 8:25 pm and proceeds into open session.

Motion: BBM- 05/24

Moved by Sandra Zanet

Seconded by Josh Shepley

That the Board authorizes Laura Carcelen to extend an offer of employment to the preferred candidate utilizing the new Employment Agreement and Non Disclosure agreement recently prepared by the Board's legal counsel.

Carried

J. Next Meeting

The next regular general meeting is scheduled on Monday, February 12, 2024 at 6:00 pm and is currently scheduled to be held electronically. The live stream will be available on the [BIA website](#).

K. Adjournment

Motion: BBM- 07/24

Moved by Eddy Hammoud
Seconded by Josh Shepley

That there being no further business, the Wednesday, January 24, 2024 meeting of the Town of Tecumseh Business Improvement Area (TOTBIA) **be adjourned** at 8:32 pm.

Carried

Leo Demarce, Chair

Laura Carcelen, Recording Secretary