



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

Date: Tuesday, August 20, 2024
Time: 6:00 pm
Location: Tecumseh BIA Office
12122 Tecumseh Rd. E. Unit 2
Tecumseh, ON

Present:

Chair, Leo Demarce
Vice Chair, Laura Carcelen
Director Eddy Hammoud
Director, Josh Shepley

Absent:

Treasurer, Sandra Zanet
Director Jules Champoux
Councillor, Brian Houston (liaison)
Councillor, James Dorner

Also Present:

BIA Coordinator, Kim McFadden

Others:

Heba Al Faouri, Owner of Scholars - Prospective Board Member

A. Call to Order

The meeting is called to order at 6:08 pm by Leo Demarce, Chair.

B. Roll Call

C. Disclosure of Pecuniary Interest

No disclosure at this meeting.

D. Delegations

There are no delegations presented to the Board.

E. Communications

1. TOTBIA Board of Management Meeting Minutes

Motion: BBM - 33/24

Moved by Eddy Hammoud

Seconded by Laura Carcelen

That the July 25, 2024 annual general meeting minutes of the Town of Tecumseh Business Improvement Area as were duplicated and delivered to the members, **be adopted**.

Carried

F. Supplementary Agenda

There is no supplementary agenda.

G. Reports

Motion: BBM - 40/24

Moved by Leo Demarce

Seconded by Laura Carcelen

That all reports as presented to the Board **be accepted**.

Carried

1. Chair Report

Strategic plan

The Chair provides a verbal report to the Board, including discussion of strategic planning.

2. Treasurer Report

July 2024 financials

Coordinator reports on the month-end banking and cash flow. \$5,975.01 in Operating and \$54,185.76 in Reserve accounts as of Tues. Aug. 20/24.

Motion: BBM - 34/24

Moved by Leo Demarce

Seconded by Laura Carcelen

That \$40,000 from the Reserve account be transferred to the Operating account **be approved**.

Carried

3. Coordinator Report

Business visits, news, projects.

Kim McFadden reports on:

44 business visits - 24 Tecumseh Dollars packages, 20 Welcome packages (newer/re-acquaint). Blue Jay (formerly Saltimbocca) opened Aug. 11, Herc's opening Aug. 24, Casa Miro opening in Sept, Di Natale Chiro grand opening Oct. 19; Mary Brown's Chicken, Chuck's Roadhouse, and Mister Safety Shoes TBA. Club Pilates 1-year anniversary celebration Aug. 10, Art Galia 20th anniversary in Sept, Pita Mania 25th anniversary this year.

Heba Al Faouri, Owner of Scholars has submitted her application to the board; met with Shawn Chadwick, Small Business Account Rep from WSPS re: partnership (free).

Participated in Tecumseh Twilight on July 26, participating in the town's End of Summer event on Aug. 31, Optimist Trunk or Treat on Oct. 26. \$100 Tecumseh Dollars donated to Terry Fox run and St. Marks Golf Funday. Tecumseh Fire's "Saved by the Beep!" on Sept. 28 - will promote on socials, Tecumseh Farmer's Market Sunday mornings June to first weekend in Oct. 2025 - BIA to support. WE BIAs gift basket giveaway for Small Business Week Oct. 20-26.

Tecumseh/Lakeshore shared commercial branding surveys to be sent by Tango. Office admin assistant temp term complete, student still volunteering, co-op no longer free - funding available to cover percentage. Cancelled Adobe subscription (\$80/month).

4. Council Report

No report provided.

5. Committee Reports

a. Marketing Committee

Updates, monthly social plans, marketing collateral.

[July Analytics](#). Marketing materials will be ordered. Digital signage at BIA Parkette to be investigated. ESC proposal ([presentation video](#)) was tabled.

b. Events Committee

Corn Fest, Night Market.

Optimist's Corn Fest is August 23-25. The BIA has supported by donating \$150 Tecumseh Dollars and will participate with a cornhole game on Saturday and Sunday afternoon. The Events committee met with Green Valley Plaza (GVP) regarding a potential autumn night market and has decided not to proceed for this year. GVP has expressed interest in hosting their own night market and the BIA will extend an invite to TOTBIA members if GVP pursues.

c. Beautification Committee

Banners

The large tree/shrub planters that were ordered have been delivered to the Town's Parks yard.

Motion: BBM - 35/24

Moved by Leo Demarce

Seconded by Eddy Hammoud

That \$5,768 plus tax & delivery for 56 additional banners, 28 of each design, be approved.

Carried

d. Membership Committee

Programs, volunteers, CRM.

Membership listing updated. Call for volunteers on socials. [OBIAA CRM](#) tabled. Associate membership to be discussed in September.

Motion: BBM - 36/24

Moved by Leo Demarce

Seconded by Eddy Hammoud

That Tecumseh Dollars sales with 20% discount in September and November be approved.

Carried

Motion: BBM - 37/24

Moved by Leo Demarce

Seconded by Eddy Hammoud

That \$90 per hour, up to 20 hours, for clean-up of 2023 Tecumseh Dollars by By The Book be approved.

Carried

e. Governance Committee

Committees, 365, storage, streaming.

Committees will be consolidated into Marketing (including Events) & Beautification and Membership (including Programs) & Governance (including Finance). Video for board meetings tabled. Budget will be reviewed with re-allocations in September.

Motion: BBM - 38/24

Moved by Eddy Hammoud

Seconded by Laura Carcelen

That \$1,224 plus tax for Microsoft 365 for voting members of the board be approved.

Carried

Motion: BBM - 39/24

Moved by Laura Carcelen

Seconded by Josh Shepley

That up to \$5,000 for a refurbished Sea-Can, potentially purchased through the town, to be stored at the Parks yard be approved.

Carried

H. Unfinished Business

I. New Business

J. Next Meeting

The next regular general meeting is scheduled on Tuesday, September 17, 2024 at 6:00 pm to be held at the TOTBIA office.

K. Adjournment

Motion: BBM - 41/24

Moved by Eddy Hammoud

Seconded by Laura Carcelen

That there being no further business, the Tuesday, August 20, 2024 meeting of the Town of Tecumseh Business Improvement Area be adjourned at 8:30 pm.

Carried

Leo Demarce, Chair

Kim McFadden, BIA Coordinator