



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

Date: Tuesday, December 17, 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  
Treasurer, Sandra Zanet  
Director, Josh Shepley  
Director, Jules Champoux  
Director, Heba Al Faouri  
Councillor, Brian Houston (liaison)  
Councillor, James Dorner

Absent:  
Director, Eddy Hammoud

Also Present:  
BIA Coordinator, Kim McFadden

**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**

Holofilm display

**Motion: BBM - 59/24**

Moved by Josh Shepley

Seconded by Sandra Zanet

**That** Tania Ceolin's, prior President to Holographics Canada, presentation of an interactive ornament (for the BIA Parkette) to the Board, **be accepted**.

Carried

**E. Communications**

**1. TOTBIA Board of Management Meeting Minutes**

**Motion: BBM - 60/24**

Moved by Jules Champoux

Seconded by Josh Shepley

**That** the October 15, 2024 regular general meeting minutes of the Town of Tecumseh Business Improvement Area as were duplicated and delivered to the members, **be adopted**.

Carried

**Motion: BBM - 61/24**

Moved by Sandra Zanet

Seconded by Jules Champoux

**That** the December 5, 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. Reports**

**Motion: BBM - 62/24**

Moved by Sandra Zanet

Seconded by Heba Al Faouri

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

Carried

**1. Chair Report**

2025 budget proposal presentation

The Chair provides a verbal report to the Board on the 2025 budget proposal presentation to the Town at the Regular Council Meeting on Tuesday, December 10, 2024. The TOTBIA 2025 proposed budget was approved.

**2. Treasurer Report**

October & November 2024 financials

The Treasurer reports on the October and November 2024 financials.

**3. Coordinator Report**

Annual General Meeting debrief

Kim McFadden facilitates a debriefing of the AGM. Board of Directors suggest a move back to Town Hall next year, with a mix & mingle outside Council Chambers including refreshments and facetime with community leaders for members.

**4. Council Report**

Community Improvement Plan amendment

Councillor Brian Houston provides a verbal report to the Board that the Town will be adjusting and widening the CIP area.

**5. Committee Reports**

a. Marketing (including Events) & Beautification Committee

Social media and digital marketing plan.

[October Analytics](#)

[November Analytics](#)

[Comprehensive Marketing Strategy](#) tabled to the next regular general meeting. Exploring passport to area restaurants for visitors with ESC consultancy.

b. Membership & Governance Committee

The Governance committee is working on processes to increase inter-committee participation. Microsoft 365 set-up for board members to be worked on at next RGM.

**G. Unfinished Business**

Reserve transfer, bookkeeping plan, regular board meeting date & time.

**Motion: BBM - 63/24**

Moved by Sandra Zanet

Seconded by Josh Shepley

**That \$15,450 be transferred** to the reserve account.

Carried

Moving bookkeeping back to a monthly plan is tabled to the next RGM when a quote from By the Book should be available.

**Motion: BBM - 64/24**

Moved by Sandra Zanet

Seconded by Jules Champoux

**That** the regular general meeting **be set** to the third Wednesday of the month at 6:00 pm.

Carried

**H. New Business**

Tecumseh Dollars certificates 2024 redemptions entry and prospective board member application.

**Motion: BBM - 65/24**

Moved by Josh Shepley

Seconded by Sandra Zanet

**That** up to 10 hours of work at \$101.70 (\$90 plus HST) per hour in December from By the Book Bookkeeping for entering 2024 redemptions of Tecumseh Dollars certificates **be approved**.

Carried

**Motion: BBM - 66/24**

Moved by Jules Champoux

Seconded by Heba Al Faouri

**That** Carlyn Bistany's application to join the board **be endorsed** for appointment by the Town.

Carried

**I. Next Meeting**

The next regular general meeting is scheduled on Wednesday, January 22, 2025 at 6:00 pm to be held at the TOTBIA office.

**J. Adjournment**

**Motion: BBM - 67/24**

Moved by Sandra Zanet

Seconded by Josh Shepley

**That** there being no further business, the Tuesday, December 17, 2024, meeting of the Town of Tecumseh Business Improvement Area **be adjourned** at 7:41 pm.

Carried

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Leo Demarce, Chair

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Kim McFadden, BIA Coordinator