

**A Regular General Meeting of the Town of Tecumseh BIA (TOTBIA) Members held as of  
Wednesday, November 18, 2020 held electronically at 6:00 PM.  
Live stream is available on the BIA website at [www.tecumsehbia.com](http://www.tecumsehbia.com)**

**(TOTBBM-1-11)**

**Call to Order**

The meeting is called to order at 6:03 PM by Candice Dennis, Chair.

**(TOTBBM –2-11)**

**Roll Call**

Chair	Candice Dennis
Treasurer	Paul Bistany
Director	Brian Houston
Director	Linda Proctor
Director	Jules Champoux
Director	Scott Harris
Councilor	Andrew Dowie

**Regrets:** Director Joseph Fratangeli  
Director Shane Meloche

**Absent:**

**Minute Taker:** Coordinator Denise Pelaccia  
Paula Rorai

**Guest:**

**Live Stream:**

**(TOTBBM – 3-11)**

**Disclosure of Pecuniary Interest - No disclosure at this meeting.**

**(TOTBBM – 4-11)**

**Delegations – No delegations at this meeting.**

**(TOTBBM – 5-11)**

**Communications**

**5.1 TOTBIA Board of Management Meeting Minutes**

Motion: (BBM-35/20) Moved by: Linda Proctor  
Second by: Brian Houston

That the minutes of the Town of Tecumseh TOTBIA Regular Board of Management Meeting held on October 14, 2020 be approved as distributed.

Approved.

Carried.

**5.2 Letters From – No letters at this meeting.**

**(TOTBBM – 6-11)**

**Reports**

6.1 Chair Report – C. Dennis has no separate report, discusses issues, and provides feedback with Marketing Committee and Unfinished Business sections.

**Treasurer Report: P. Bistany reports on the month end financial report:**

Treasurer's Report for the period ending:	10-31-2020
BIA Operating Account (8111130)	Bank Balance stands at: \$31,203.70
Outstanding Cheques see detail page	\$(2,452.57)
BIA Ledger Balance stands at:	\$28,751.13
BIA Reserve Account - Balance last month	\$85,886.17
Interest	\$124.00
	\$86,010.17
Outstanding Receivables see detail page	\$
WFCU - Share Capital #1	\$85.00
WFCU - Patronage Shares #4	\$60.00
WFCU - Patronage Shares #44	\$10.00
BIA Petty Cash stands at:	\$460.00
Deposit Clearing	\$7,280.00
Square	\$
Prepaid Expenses & Deposits	\$2,333.27
Total BIA Current Assets:	\$124,989.57
Tecumseh Dollars Current Outstanding	\$46,815.00
Other BIA Liabilities and Equity: from Xero report	\$78,174.57
Total BIA Liabilities and Equity:	\$124,989.57
YTD Levy Requisition 2020: 1st Quarter @ March 31	\$29,250.00
2nd Quarter @ June 30	\$36,750.00
3rd Quarter @ September 30	\$33,000.00
4th Quarter @ December 31	
Total Levy received to Date:	\$99,000.00

Motion: (BBM-36/20) Moved by: Scott Harris  
Second by: Linda Proctor

That the Month End Treasurer's Reports as of October 31, 2020, be accepted and approved as distributed and filed for audit.

Approved.  
Carried.

**Coordinator Report – D. Pelaccia reports the following:**

**Membership Statistics**

**NEW BUSINESSES/MEMBERS IN THE BIA AREA:**

- Golden Crown Jewelers (13013 Tecumseh Rd. E.)
- Authentik Hair Haus (400 Manning Rd.- 13566 Tecumseh Rd. E.)

**MEMBERS PREPARING TO OPEN:**

- Vipe Vapour (where Jacobs was)
- Hurry Curry (where Beijing House was)
- Herbal One (where Mumma's Burritos was)
- Jessica M Cosmetics Medi-Spa & Salon (13158 Tecumseh Rd. E., Unit 1) \*Opens January 5th, 2021
- SRT Accounting Inc. (12218 Riverside Dr. E.) \*To open first week of December
- Food Fusion (where Humble Baker was)

**MEMBERS CLOSED/MOVED/NEW OWNERS/NAMES:**

- Jacobs Gowns Footwear & Accessories
- Beijing House
- Travel Zone
- New Name: Magicuts (formerly BoRics Hair Care)

**MEMBERS PREPARING TO CLOSE:**

- Merle Norman
- 27 Members closed since March 20, 2020

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

Open –	391
Associate Members	3
Empty Units/Bldgs.	50
Empty Lots	16
Empty Commercial Houses	12
Property Owners	140 (27 Plazas)
Grand Total	612

Current Members by category:

Arts/Entertainment	3
Dining	55
Health & Wellness	136
Home/ Commercial Services	14
Professional Services	63
Retail	120
Vacant Lots	16
Property Owners	140
Vacant Units/Bldgs.	50
Residential/Commercial Houses	12
TOTAL MEMBERS (VOTE)	609

**Associate Membership Program**

**New Associate Members:**

- None currently
- Potential New Members (pending due to COVID):
  - Lombardi Barbershop
  - Sherwin Williams Paint
  - Silver Tee Golf
  - The Cheese Factory

Have to call current Associate Members, Chartwell St. Clair Beach Retirement Residence & Salt Sushi, to ask if they want to renew Associate Membership for another year.  
Next one to call will be in May- Lacasse Printing.

**BIA Social Media:**

Made an Instagram for the Tecumseh BIA-advertised for it on Facebook, promoted the “I Spy” Holiday Draw, Tecumseh Dollars program, promoting upcoming Freebie Fridays, promoting businesses within our BIA on our Instagram “story” everyday & directing traffic to our website.

Currently have a following of 305 followers as of December 1<sup>st</sup>, 2020.

(Belle River has an Instagram page of 933 followers currently.)

BIA Facebook Page Stats:

Since the beginning of launching the “I Spy” Holiday Draw on November 2<sup>nd</sup>- current date (December 2<sup>nd</sup>):

People Reached: 11,796 (up 752%)

Post Engagements: 6,766 (up 2444%)

New Page Likes: 181 (up 1911%)

Current Page Likes: 1,263

Current Page Follows: 1,381

40 businesses partaking when only 20 were needed/anticipated- created “double days” to fit them all in.

More businesses are asking to jump on- were told we are at capacity, but will promote in other ways, like Eyes on Tecumseh or more giveaways using Tina the Tecumseh BIA Llama in the future- all have been okay with that response.

Since this social media campaign launched, we have received an overwhelming amount of phone calls and emails inquiring about Tecumseh Dollars.

Have posted Tecumseh Dollars are sold out for 2020 on our socials, but to stay tuned for 2021 inventory inquiries/release date on selling Tecumseh Dollars.

**Nominate A Veteran:**

Anticipated 5 entries, only got 2. Each entry got \$100 as a prize for the Veteran they nominated.

One of the shares from the post on our Facebook page came from one of the Vets himself who was nominated, Phil Beausoleil, who posted saying he requested his prize money be used to buy toys to be donated to Sparky’s Toy Drive.

If this program was promoted earlier, there may have been more entries. However, when the results were posted on our socials, the public was quick to respond positively to the entries we did receive.

**Future Social Media Plan:**

Will be doing “Freebie Fridays” for the first three Fridays of the month, leading up to the holidays.

Will be giving away \$300 total. There will be four \$25 winners every Friday as well as door prize winners, as businesses have generously donated some prizes to giveaway.

Will be doing “Business Highlight” days, where one day out of the week we will bring attention to different sectors of businesses we house within our area- dining, retail, beauty, medical, etc.

**HST Rebate:**

As of November 5th, \$1401.25 was deposited for the September 2020 HST refund.

#### **6.4 Council Report – A. Dowie reports on the following:**

Tecumseh Town Council met electronically this evening and here are the highlights from the meetings:

##### **Town Committees:**

Council accepted the applications for the Committee of Adjustment; Property Standards Committee; BIA Board of Management; Youth Advisory Committee and the Essex Power Corporation Board of Directors. Council made appointments to these Committees and Boards and the Town will contact appointees on Wednesday, November 25 with a news release to follow.

Town Awards: Council considered the report on the Town's Awards program and approved the awarding of the Youth of the Year Award. Due to the absence of nominations to the other awards programs, Council moved to not award the Dr. Henri Breault Community Excellence, the Donald "Donny" Massender Memorial Volunteer and the Senior of the Year Awards for 2020. The Town will contact the Youth of the Year Award winner and nominator(s) on Wednesday, November 25 with a news release to follow.

##### **Investing in Canada Infrastructure Program—COVID-19 Resilience Stream:**

Council authorized two project submissions to the Investing in Canada Infrastructure Program—COVID-19 Resilience Stream for a total value of \$342,607, which is the amount that has been allocated to the Town by the Province. The two applications would fall under the categories of Disaster Mitigation and Adaptation for flood adaptation equipment and COVID-19 Response Infrastructure for elements to assist with COVID-19 resilience.

- Disaster Mitigation and Adaptation—the Town proposes to apply for funds to purchase a High Water Rescue Vehicle. Due to the ongoing risk of lake flooding in Town, the Emergency Response Plan developed provides for Fire and Rescue Services to lead evacuation in areas of Town where the water reaches above general vehicle heights. The High Water Rescue Vehicle would allow Fire and Rescue Services to provide immediate evacuation and emergency assistance to residents within flooded areas who have been unable to evacuate on their own.
- COVID-19 Response Infrastructure—the Town proposes to apply for funds to assist with retrofits to provide additional supports to protect staff and visitors to Town Hall including:
  - o HVAC Retrofits to replace three of ten roof units to improve air quality and efficiency
  - o Electronic wayfinding screens to direct visitors to the appropriate customer service counter or meetings rooms, as well as display visitor protocols
  - o A web based appointment booking system for visitors to facilitate on-line booking of meetings and appointments at pre-arranged times
  - o Equipping Town vehicles with automatic vehicle location technology to maximize fleet efficiencies in light of a reduction of number of field staff permitted in a vehicle at the same time

##### **2021 Fees and Charges By-Law:**

Council adopted a by-law for the 2021 Administrative Fees and Charges. Major increases to fees for 2021 include:

- Traffic Collision Report (+\$297)
- Accident Reconstruction Report (+\$527)
- Security Deposit for Alcohol Rentals at the Arena & St. Clair Beach Community Centre (+\$400)
- Illegal Water Hook-Ups, Unauthorized Hydrant Use and Alteration to Watermains (+\$1,000 plus costs)
- A new Commemorative Tree Planting with Plaque (\$850).

Details are available on our website at: [www.tecumseh.ca/userfees](http://www.tecumseh.ca/userfees).

##### **Transition to Betterness Lakeview Memorial Wall Agreement:**

Council authorized the execution of an agreement between the Town and Transition to Betterness (T2B) to take over the former Dragon Boat Memorial Wall/Garden and transform it into something unique and special to realize its original

full potential. The goal of T2B is to solicit donations for 29 of the remaining granite wall panels and to consolidate all of the current Dragon Boat donations onto one wall. There are 30 granite wall panels in total. In addition, T2B is proposing to construct a monument in the center of the garden area for additional donations. The gardens, walls and the new monument will remain/become assets of the Town. All costs associated with this work will be solely at the expense of T2B.

#### **9-Month Building Permit Report:**

Council received a report summarizing the 9-Month (January-September 2020) Permit Report from Building Services. Construction values in the first nine months of the year were approximately \$75.4 million, 131% higher than 2019. This substantial increase is a result of three multi-unit buildings with a combined value of \$52.5 million. The Town also saw 278 permits for various items like backwater valves, swimming pools, fences and building additions. Total revenue to the Town from Building Permits from January to September 2020 was \$495,181.

#### **Tecumseh Transit:**

Council approved the execution of a two-year extension to the existing contract with First Canada ULC (formerly First Student Canada) to provide transit services in Town from January 1, 2021 to December 31, 2022. First Canada ULC has been providing transit services since 2009.

#### **CIP Grant 12049 Tecumseh Road:**

Council approved \$10,000 in Community Improvement Plan (CIP) grant funds for parking area improvements and line painting at 12049 Tecumseh Road. The property is the former Torino's Restaurant and the current owner is in the process of completing extensive renovations to the exterior and interior of the building. A nail salon, restaurant and other commercial uses are anticipated to occupy the various units within the renovated building. As part of these renovations, the owner is planning to grade and repave the parking lot.

The next Regular Meeting of Council is Tuesday, December 8, 2020. The meeting is scheduled to be held electronically. The live stream will be available on our website at [www.tecumseh.ca](http://www.tecumseh.ca). The agenda for the Regular meeting will be made available on Thursday, December 3, 2020.

Information on this and all Town of Tecumseh news and events is available at [www.tecumseh.ca](http://www.tecumseh.ca), Twitter (@TownofTecumseh), and Facebook ([www.facebook.com/townoftecumseh](http://www.facebook.com/townoftecumseh)).

## **6.5 Committee Reports**

### **Marketing Committee – C. Dennis reports on**

#### **1. Eyes on Tecumseh –**

Working with the owner of Eyes on Windsor to create a special “Eyes on Tecumseh” Facebook page that will feature Tecumseh BIA Members, BIA future projects, programs, events, etc. One feature will include five Members.

Stats: Sept. 29<sup>th</sup>, 2020- October 16<sup>th</sup>, 2020

People Reached- 6,882

Engagements- 489

Likes- 281

Shares- 20

Impressions- 26, 063

## 2. Tecumseh Life-

Decision to continue with the fall/winter Tecumseh Life issue has been canceled.

- The Chair reports that there is a digital Holiday Guide with Windsor Star that is being recommended to subsidize ad space for our Members. Cost is \$1000.

3. License Plates- Plates have been given out to Members upon "I Spy" Holiday Draw visitations, started handing out license plates to the public that come into BIA office.

- A post on social media will be made to inform the public about being able to pick up license plate covers from our office.

## 4. Shop Local Ad Campaign –

Future opportunities to work together with other BIAs in Windsor/Essex with ad/radio campaigns.

- Blackburn Radio spots have been produced and aired to promote "I Spy" Holiday Draw and Tecumseh Dollars on all three of their stations.

## 5. Members Christmas Party/COVID PPE? –

## 6. Tecumseh BIA Holiday Draw Social Media Campaign –

Tina the Tecumseh BIA Llama has been a great success. Promotion for this "I Spy" Holiday Draw started on October 30<sup>th</sup> and will continue out throughout the entire month of November. So far, the third place and second place winners have already been selected and have claimed their Tecumseh Dollar prize money. The first place winner of \$500 Tecumseh Dollars will be announced on November 23<sup>rd</sup>. BIA Members have been generous and have donated 7 prizes for giveaways- adding a fourth week onto the "I Spy" Holiday Draw. The entire Holiday Draw will wrap up on November 30<sup>th</sup>. A set of license plates have been added to each prize for the winners to take home.

## Membership Committee

1. Tecumseh Dollar Program – D. Pelaccia reports on the Tecumseh Dollar Report:  
Status of Tecumseh Dollars, listed below is the Tecumseh Dollar Report for October 2020:

Tecumseh Dollar Report for the period ending:	October 31, 2020
Tecumseh Dollars Sold – Face Value:	\$116,970.00
20% Discount Expense – 2020 Budget Allocation:	\$29,000.00
YTD Actual Expense:	\$23,234.00
Under/Over Budget:	\$5,766.00
Tecumseh Dollars Donated	
2020 Budget Allocation:	\$5,000.00
YTD Actual Expense:	\$3,565.00
Under/Over Budget:	\$1,435.00
Tecumseh Dollars Reimbursed to Members:	\$89,695.00
Outstanding Tecumseh Dollars	
2020 Donated:	\$0.00
2020 Sold:	\$40,385.00
2019 Sold & Donated:	\$7,140.00
2018 Sold & Donated:	\$1,125.00
TOTAL OUTSTANDING LIABILITY:	\$48,650.00
Current Tecumseh Dollar Inventory – Unused Dollars	
\$10 Denomination to sell:	\$6,790.00
\$20 Denomination to sell:	\$10,000.00

\$25 Denomination to sell:	\$0.00
\$50 Denomination to sell:	\$350.00
\$100 Denomination to sell:	\$0.00
Total Dollars remaining to sell:	\$17,140.00
Total Current Dollars allocated to sell:	\$40,000.00

\$10 Denomination to donate:	\$0.00
\$25 Denomination to donate:	\$1,500.00
Total Dollars remaining to donate:	\$1,500.00
Total Current Dollars allocated to donate:	\$5,000.00

2. Contacted two Associate Members to renew their Membership, Chartwell and Salt Sushi, for 2021- both have agreed to renew.

### **Streetscaping Committee**

2. BIA Parkette – Cedar roping has been ordered for the gazebo.
3. Bike Racks – No report.
4. Bus Stop- Esthetics of the bus stop in front of Public Parking Lot #1 is being discussed to remove weeds, old newspaper stands, power was roof, etc.

### **Events Committee**

5. BIA Christmas Lights- Nine people helped to volunteer changing 4000 lightbulbs on 53 snowflakes that go along the street poles on Saturday, November 14<sup>th</sup> in the Parks & Rec garage. Seven of the fixtures did not need to be changed out.
6. There were two accident reports filed from that day. Both were electrical burns caused by short circuiting in the snowflakes.
7. Banner Contest – All but one student has picked up their award, copy of their drawing and taken their picture.

### **Governance Committee**

8. Memorandum of Understanding – First draft received by Clerk; Chair and Coordinator will review and schedule meeting to discuss further.

### **(TOTBBM – 7-11)**

#### **Unfinished Business**

- 7.1 Way Finding Signage- to be filed.
- 7.2 Website to be AODA compliant by deadline of December 31<sup>st</sup>, 2020.
- 7.3 Strategic Plan for 2021 – Differ this to next board meeting.
- 7.4 December Board meeting.

### **(TOTBBM – 8-11)**

#### **New Business**

- 8.1 BIA website AODA compliance- after being analyzed by webmaster, our site currently sits at 2/3 compliant.
- 8.2 Executive nominations.
- 8.3 Rezoned BIA lots.
- 8.4 Board meetings- Coordinator asks if Board meetings are to remain second Wednesday of every month at 6:00 PM, instead of third Wednesday at 6:00 PM in order to schedule for 2021.



**(TOTBBM – 9-11)**

**Next Meeting**

Therefore, the next regular general meeting is scheduled on Wednesday, December 9, 2020 at 6:00 PM and is currently scheduled to be held electronically. The live stream will be available on the BIA website at [www.tecumsehbia.com](http://www.tecumsehbia.com)

**(TOTBBM – 10-11)**

**Adjournment**

Motion: (BBM-37/20)


Moved by: Brian Houston

Second by: Jules Champoux

That there being no further business, the November 18, 2020 regular general meeting of the TOTBIA Board of Management be adjourned at 7:04 PM.

Carried.

Approved.



Candice Dennis, Chair



Denise Pelaccia, Coordinator