Minutes of a Regular General Meeting of the

Town of Tecumseh Business Improvement Area (TOTBIA)

Date: Wednesday, January 21, 2026
Time: 6:00 pm
Location: Tecumseh BIA Office
12122 Tecumseh Rd. E. Unit 2
Tecumseh, ON

Present:
Chair, Eddy Hammoud
Vice Chair, Laura Carcelen
Director, Leo Demarce
Director, Carlyn Bistany
Director, Jelena Riberdy
Director, Jeanine Jordin
Director, Anne Waters
Councillor, James Dorner
Councillor, Brian Houston (Liaison)

Absent:
Director, Heba Al-Faouri

Also Present:
BIA Coordinator, Julie McShee

A. Call to Order

The meeting is called to order at 6:01pm by Eddy Hammoud, Chair.

B. Roll Call

C. Disclosure of Pecuniary Interest

No disclosure at this meeting.

D. Communications

1. TOTBIA Board of Management Meeting Minutes

Motion: BBM- 01/26

Moved by Director, Carlyn Bistany
Seconded by Director, Jelena Riberdy

That the November 19, 2025 regular general meeting minutes of the Town of Tecumseh Business Improvement Area as were delivered to the members, **be adopted**.

Carried

E. Reports

Motion: BBM- 02/26

Moved by Director, Leo Demarce
Seconded by Director, Carlyn Bistany

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

Carried

1. Chair Report

The Chair presented his report addressing the upcoming year and review of the 2026 Strategic Plan, commitment from Board members for meetings and events as well as reviewing positions on Board and the OBIAA conference in April.

a. OBIAA Conference

April 19 - 22
St Catherines

For details view here

Budget for staff and 2 board members to attend.

2. Treasurer Report

The Treasurer presented the month end financial reports for November and December noting that their will be a final 2025 financial year in review presented at the February Board meeting. She also noted the 2026 budget was approved by Town Council and the BIA levy was increased to $330,000.

3. Managers Report

Manager presented her report and highlighted the upcoming OBIAA conference. Board members will be sending the Manager their interested to request registration and hotel reservations.
The Microsoft 365 training information was shared and discussion regarding the Board training and future staff training to explore opportunities to better use tools available was noted.

a. Get Involved Page on BIA Website

https://tecumsehbia.com/get-involved/

b. Microsoft 360 Training

Motion: BBM- 03/26

Moved by Director, Jeanine Jordin
Seconded by Director, Jelena Riberdy

THAT the quote provided by St Clair College of $1,000 to provide and deliver Microsoft 360 training to the Board and Staff which is within the 2026 Budget allocation, be approved;

AND THAT the BIA Manager coordinate the training for a date that works for both the instructor and Board members.

Carried

4. Council Report

Traffic Report for Tecumseh

Councillor Houston updated that the Town of Tecumseh's budget is looking at 2.85% increase in 2026.
Construction is the biggest driver as well as Capital Project enhancements in the town.
OPP, Fire and staffing wages are increasing which also drives the tax rate.
The final budget will be reviewed by Council in February.

Transit contract has been renewed to 2030. Another Town project to be addressed in the near future focuses on side-walk gap analysis throught town.

Councillor Houston provided an update on the Town's traffic report was reviewed.

Councillor Dorner shared that Council approved to have town's electrical vehicle charging stations be upgraded to include a charge-per-use ($2/hour) system to prevent offenders who utilize the charging stations for prolonged periods of time.

5. Marketing Report

The Marketing Chair shared that part of the 2026 Strategic Plan, as one of the BIA's objectives is to: Strengthen Marketing, Promotions & Online Presence the sub-committee will be working to achieve objective and position Tecumseh as a premier small-town destination through dynamic digital and physical promotion.

- Execute a strong, year-long marketing campaign with a focus on:
  - High-impact social media strategy (Instagram, Facebook, etc.).

The Chair noted ESC monthly contract currently includes a $750 for Search Engine Optimization and shared that these funds could possibly be better used if applied to the social media monthly content to promote businesses in the BIA. A request was made to gather and collate data from the website traffic and SEO click throughs. This will be on the February Board agenda for more discussion.

6. Beautification Report

The Beautification Chair noted that the seasonal planter program will continue in 2026. As part of the strategic plan the planters will be used to beautify the main streets including Tecumseh Road and Lesperance with decor changing three times for Spring/Summer, Fall and Winter themed materials and plants.

An agreement has been made to allow the landscape company to work collectively with Colasantis florist to design a template for the planters for review and approval when a new theme is required and materials are changing. The design of planters is being offered free of charge as the landscape company works with the florist and orders their plant materials directly from them.

This is all within our 2026 dedicated budget for the planter program as part of our beautification focus.

F. Unfinished Business

1. Review of Very Merry Holiday Market

The feedback on the Very Merry Holiday Market was 85 - 90% positive with a couple comments regarding heating and options to provide generators in the future.

The Events sub-committee will review the investment made to the rental of the tent, generators and heating and see if this was the best option or if others should be explored in 2026. The Board also discussed purchasing a Generator but noted there is no storage available.

There was discussion about posting for a part-time event assistant to start in the Spring and support the manager with organization and facilitation of programs and events throughout 2026.

a. Attendee Survey

RESULTS

2. 2025 Year End Feedback

a. Business Survey

RESULTS

G. New Business

1. City of Winnipeg article

CTV NEWS REPORT **HERE**

2. Tecumseh Dollars 2026 Sale Dates

Motion: BBM- 04/26

Moved by Director, Leo Demarce
Seconded by Director, Jeanine Jordin

THAT the following dates as presented by staff including Tuesday, April 14th, Tuesday, August 25th, and Tuesday, November 10th for the 2026 Tecumseh Dollars sales be approved;

AND THAT the amount as included in the 2026 budget of $8,000, be allocated to each sale as a 20% subsidy with an annual commitment of $24,000 be approved.

Carried

3. 2026 Board Sub-Committees and Positions

The Manager presented options for the 2026 Board positions as noted below:

1) keep existing positions for Executive, Chairs and members of the Sub-Committees for the remainder of the term

2) vote for new Executive and Chairs of Sub-Committees, then confirm which Board members are going to be participating on which sub-committees for the remainder of the term

She explained that 2026 is an election year which will reflect in Board operations being a shorter term as well.
With an election in October the new Town Council will be inaugurated in November, this will mean a new BIA Board of Directors appointment as well. The application process for Board members will align with the new Council taking their positions.

The Board agreed to keep the current members in their roles as Executive and Chairs for Sub-Committees for the remainder of this term ending with the Town's election.

H. Next Meeting

The next regular general meeting is scheduled on February 18th, 2026 at 6:00pm and is currently scheduled to be in the BIA office.

I. Adjournment

Motion: BBM- 05/26

Moved by Director, Anne Waters
Seconded by Vice Chair, Laura Carcelen

That there being no further business, the December 17, 2025 regular board meeting of the Town of Tecumseh Business Improvement Area **be adjourned** at 7:29 pm.

Carried

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Eddy Hammoud, Chair

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Julie McShee, BIA Coordinator