

Not All Members Are Create Equal

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Bronte BIA

- Oakville: between Hamilton and Toronto
- Harbour district on Lake Ontario
- Major waterfront park
- 175 BIA members
- BIA started in 1990
- Two full-time staff



History of Me

- Career in non-profits: health care, credit union, 3 BIAs (Calgary, Vancouver & Oakville)
- Vancity Credit Union 'share of wallet' member segmentation marketing strategy
- Bronte BIA January 2020



Don't Re-invent the Wheel

- Re-purposed the segmentation engagement strategy at professional association, DVBIA and Bronte BIA
- DVBIA = 90 square blocks, 8,000 members
- Limited engagement



In a Nutshell

- Define member 'engagement' as it relates to the BIA
- Sort members by engagement
- Spend the most time with the most engaged = biggest return
- Spend no time on un-engaged



Rational for Model

- Share of Wallet = fewer members with more credit union products
- Fewer resources spent for increasing loyalty
- Create & track 'sticky factor'



More Rational for Model

- BIAs understaffed; limited time
- Joiners & non-joiners
- Engagement begets engagement
- More engaged members = stronger BIA



True End Game

A full complement of fully engaged Board of Directors



Defining 'Engaged'



Brainstorming.....



'Engaged' Defined



BIA board member, past board member, committee member, read the enewsletter, sponsor, co-advertising, event volunteer, DMS grant, Taste of Oakville resto, SM tags x2, Bronte Forward!, parking maps, attend AGM



Segments

Nearest and Dearest (3%)

Sit on the Bronte BIA Board

Loyals (16%)

Members who have shown commitment to the association by volunteering; pride in their association with the BIA

Potentials (31%)

May engage in BIA-related activities in some capacity, but are less likely than Loyals

Mailing List Members (50%)

Low-to-no engagement with Bronte BIA initiatives; difficult to reach/communicate with



NEAREST AND DEAREST	
Cheryl Etherington	Cheryl Etherington CGA
Sherril Wright	RBC
Shannon Fogarty	Tim Hortons
Paul Cates	Property Owner
Rano Dandybaeva	The Flavour Fox
Rose Luxton	Lakeside Livin
Sean O'Meara	Ward 1 Councillor
LOYALS	
Sweet! Bakery Oakville	Ashley Armstrong
Goodnight/Goodmorning	Anya Izakowski
Lana's Boutique	Lana Miller
Heaney's Barber & Hairstyling	Jackie Heaney
Nina Duong Haute Couture	Nina Duong
Bronte Fish and Chips	Simone Waddell & Todd Waddell
Royal Lepage Realty Plus	Gary Reed
My Back Shed	Lisa Barsony
Goldwyn & Sons	Ryan & Russell Mascarenhas
Filedaria	Jesse Rodrigues
Wellness for the Body	Jennifer Lickver
Ananda Soul	Adriana Roa
El Spero	Don & Steve Kotsopoulos
Hearing Life	Athena Leone
Ecofilosophy	Reneta Darling & Thanh To
The Cove Bar and Restaurant	Michael Mercanti & Chris Wilson
Taste of Columbia	Yury Wu
Further Afield Travel and Tours	Sandy Lidka & Stacey Cruise
La Parisienne Creperie	Courtney & Mike Colas
Infinity Communications Inc	Alan McLaren, Leanne Bucaro
Por Vida Mezcal & Mexican	Doug Greco



POTENTIALS

AG Antiques and Appraisers	Anna Maria Gardner
Precision Sport and Spine	Dr. Jeremy P Fennell
Bronte Physiotherapy and Wellness Centre	Justin Mathew
Exec-U-Fit	Mark Bayly
Bronte Village Animal Hospital	Dr. Tina McGrath
Mobility Matters	Dr. Tina McGrath
Musicboxx	Jim Spirou & Dave Ormonde
Mokeham Publishing	Tom Bijvoet
Bucci Salon	Marisa Bucciarelli
Mapletek Computers	Qiaser Jamal Khan
C'est La Vie Wellness	Lyne Desforges
Remax Office	Michael Annan
Blur Design	Blair Ceolin
Planted Aquaria	My Tran & Tom Tran
Trias Gallery	Indira Roy Choudhury

MAILING LIST MEMBERS

Transform Fitness and Physio	Catherine Kaley & David Fudge
Precision Sport and Spine	Dr. Jeremy P Fennell
Lakeshore Road Animal Hospital	Dr. Safwat Gobriel
Shoreline Dentistry	Dr. Muzammil Zaidi
Mara's Skin Care Centre	Mara Ingraham
Casa Mia Restaurant	Gladys Rubatto
Keeren Design	Joris Keeren
Bronte Optometry	Dr. Blake Marsden & Dr. Nell Van Ymeren
Hearing Excellence	Vineeta & Sharad Ojha
Automated Media Solutions	Derek Shishakly
Chestnut's Café	Neranjala Acharige
BIE Health and Wellness	Robert Tomilson & Silvana Fazzolari



EFFECTIVE ORGANIZATION	
Goal: BIA members, stakeholders and staff are engaged in the well-being and success of the association.	
<i>Actions</i>	<i>Milestones & Metrics</i>
a) Create and implement a change communication strategy.	a) <i>BIA embraces inclusivity and anticipates change.</i> 1. Readership of the weekly members' enewsletter increases by 10% (60%) with newly branded construction information added by Spring 2023. 2. At least 25 businesses incorporate construction branding or information in communication with their customers.
b) Evolve the member engagement strategy to grow and diversify district leadership.	a) <i>Strong governance model guides decision-making.</i> 1. Increase from 10 (2021) to 20 voting members at the 2022 AGM in Spring 2023. 2. Net 50 'Loyal' members by September 2023 from 41 (2022). 3. At least one (1) additional board member is recruited by June 2023.
c) Deepen relationships with Town staff and other relevant stakeholders.	a) <i>A champion for Bronte issues.</i> 1. Members of the Economic Recovery & Resiliency Group continue to be advocates for Oakville recovery under the Bronte BIA's chairpersonship. 2. The Town includes the BIA early in discussions/plans around redevelopments, infrastructure upgrades and policy changes.



Lessons Learned

- Takes dedicated time
- Tell your board often about the strategy
- Track changes (1-2 times/year)
- Stick to the plan
- Be prepared for surprises



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