

# ANNUAL GENERAL MEETING



November 20, 2019



# Call to Order, Introductions, and Land Acknowledgement Statement.

*Kiyo Elliott-Armstrong, Chairperson, Board of Management, The Junction BIA*

# Board & Staff of The Junction BIA

## Board Executive

- *Kiyo Elliott-Armstrong*  
(Chair, Board of Management)  
Full Stop Cafe
- *Adam Jamkhov*  
(Vice-Chair and Treasurer, Board)  
Bank of Montreal

## Staff

- *Carol Jolly*, Executive Director
- *Matthew Mohan*, Operations Coordinator

## Board Directors

- *Phillipa Croft*  
Phillipa C. Photography
- *Jyhling Lee*, Property Owner
- *Heather Phillips*, ARTiculations
- *Manny Solnik*, Solnik & Solnik  
Professional Corporation
- *Councillor Gord Perks*, Ward 4  
Parkdale High-Park

## Economic Partnership Advisor (City)

- *Marianne Szczuryk*



# Declaration of Conflict of Interest and Approval of the 2018 AGM Minutes

Motion: Motion to approve the [2018 AGM Minutes](#)





# 2019 Highlights

*Kiyo Elliott-Armstrong, Chairperson, Board of Management, The Junction BIA*

# Welcome to 14 New Members!

- Arts Market, 2978 Dundas St W
- Casa Chic, 2903 Dundas St W
- Chica's Chicken, 2853 Dundas St W
- Deco, 2840 Dundas St W
- Dundas West Village Pharmacy, 2940 Dundas St W
- Embu Hair Salon, 3038 Dundas St W
- Luna, 2800 Dundas St W
- Maiz, 2901 Dundas St W
- Molly Wagz, 2925 Dundas St W
- Oh Happy Brides, 3045 Dundas St W
- Pretty Clean Shop, 3072 Dundas St W
- Ride Away Bikes Junction, 2821 Dundas St W
- The Alpine, 2872 Dundas St W
- TYPE Books, 2887 Dundas St W



# Strategic Plan 2018-2021

**Our SMART Objectives (Specific / Measurable / Achievable / Realistic / Timely)**

## **A more walkable, beautiful and clean neighbourhood.**

- Improvements outlined in the BIA 2014 Streetscape Master Plan Vision.
- Ensure regular cleaning of public spaces within the BIA boundaries.

## **Member connectivity, organizational transparency and support.**

- In-person & digital spaces for membership networking & social connections.
- Create clear resource and policy documents.
- Increase member access to BIA resources.

## **A neighbourhood brand that accurately mirrors and promotes The Junction.**

- Maintain branding consistency.
- Ensure streetscape improvements link appropriately to branding.
- Increase online presence.
- Build a memorable identity that reflects the business neighbourhood.

# HR & Administration

## Two New Full-Time Staff

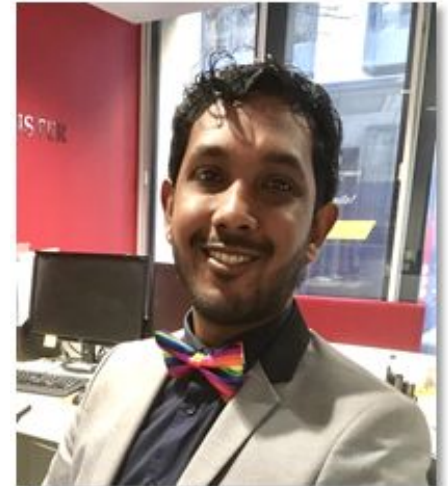


### **Carol Jolly, Executive Director**

Carol is a seasoned executive with over 25 years of cross-vertical experience in helping organizations establish critical goals while driving business success. An extremely self-motivated individual with a proven ability to build strategic partnerships with key stakeholders. She demonstrates outstanding communication skills and a compelling blend of talent and vision. Carol is a creative leader who brings a solid work ethic to the table which is defined by a strong background in Event Planning, Program Marketing, Media Relations, Fundraising, Relationship Management and Budget Forecasting.

### **Matthew Mohan, Operations Coordinator**

After graduating from the University of Toronto with a BA in Criminology (criminal law), Matthew worked at an inner-city school in London, supporting students of colour from lower socio-economic backgrounds to gain entry to Oxford and Cambridge. He is passionate about promoting local economic development that is sustainable, intersectional, and respectful towards Toronto's communities and businesses. Matt is excited to use the skills that he has honed throughout the years in Event Management, Community Engagement, and Administration.





# HR & Administration

## New Policies, Procedures, and Training

Visit our website to review and share our newly developed policies, including:

- **An Anti-Harassment, Violence, and Bullying Policy;**
- **Code of Conduct;** and
- **Diversity and Inclusion Statement.**

The BIA board and staff have also participated in workshops so that they can better represent the membership. These include:

- **A Diversity and Inclusion Workshop** (also found on our website), hosted by Niagara Street HR Consulting Inc.
- **Boards That Work** course, offered thru CharityVillage, to be completed by Dec. 1.



# Marketing and Branding / Outdoor

**Banners:** Branded Junction banners installed on 58 light poles across Dundas, Keele, Vine and side streets.

**Shop1km Booklet:** BIA subsidized 20% of cost. 24 participants in each edition (Spring/Fall) ~7,000 copies distributed to homes within 1km.

**Keele/Dundas Sign:** Dilapidated and dated sign at southwest corner replaced with new, easy to maintain sign to give drivers and pedestrians a clear indication that they have entered The Junction.

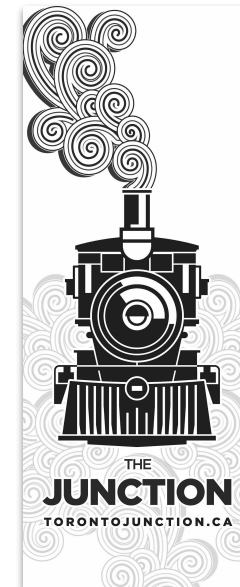
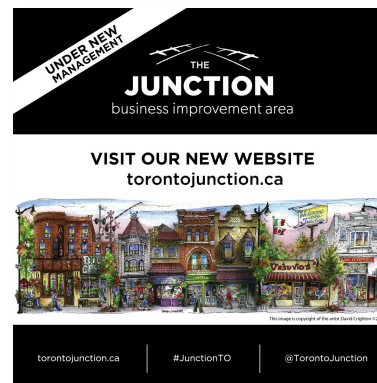
**Window Hashtag:** We have featured a 22x2-ft office window decal **#JunctionTO**.

**Astral Transit Shelter:** A 4x6-ft poster located in the Keele/Dundas bus shelter featured various BIA businesses and Shop1Km partners. (see next slide)

**Muskoka Chairs:** Instead of giving away the 100 branded chairs used at The Summer Solstice Festival, local businesses agreed to place them out on the sidewalks, providing extra seating for visitors throughout the summer.



# Marketing and Branding / Collateral





# Marketing and Branding / Member Ads

**THE JUNCTION**  
TORONTO'S FAVOURITE MEETING PLACE



**haveli home**

furniture, home accessories and textiles from the Indian subcontinent  
2871 Dundas Street West | 416.645.0337 | havelihome.com

torontojunction.ca #JunctionTO @TorontoJunction

**THE JUNCTION**  
TORONTO'S FAVOURITE MEETING PLACE



**BAR • RESTAURANT • LIVE MUSIC**  
**3030 DUNDAS WEST**  
WWW.3030DUNDASWEST.COM

torontojunction.ca #JunctionTO

**THE JUNCTION**  
TORONTO'S FAVOURITE MEETING PLACE

**PROUDLY SERVING THE NEIGHBOURHOOD SINCE 1998**  
Ask about our 12th-Anniversary



**HIGH PARK**  
Indian Cuisine Spicy House

3020 Dundas St West | 416-760-9779 | highparkspicyhouse.com

torontojunction.ca #JunctionTO @TorontoJunction

**THE JUNCTION**  
TORONTO'S FAVOURITE MEETING PLACE



**blogTO**  
BEST OF TORONTO

**ISAAN DEI**  
AUTHENTIC NORTHEASTERN THAI

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torontojunction.ca #JunctionTO

**THE JUNCTION**  
TORONTO'S FAVOURITE MEETING PLACE

**Latitude 44**  
Gallery Framing Decor



Art & Framing are our Passion

**Latitude 44**  
Custom Framing, Art & Decor Since 1982

2900 Dundas Street West | 416.769.2900 | latitude44gallery.ca

torontojunction.ca #JunctionTO @TorontoJunction

# Social Media Engagement

**2019** (Nov 01, 2018 – Oct 31, 2019) **vs. 2018** (Nov 01, 2017 - Oct 31, 2018)



## Instagram Followers

4,008 vs. 2,500: **up 1,508**

## Instagram Engagement

25,000 vs. 3,200: **up 21,800**

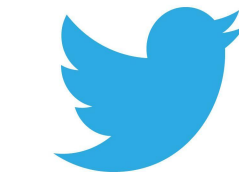


## Facebook Fans

5,374 vs. 4,300: **up 1,074**

## Facebook Engagement

35,000 vs. 861: **up 34,139**



## Twitter Followers

5,710 vs. 5,400: **up 310**

## Twitter Engagement

525 vs. 389: **up 136**

## TOTAL Fans/Followers

15,092 vs. 12,200: **UP 2,892!**

## TOTAL Engagement

60,525 vs. 4,450: **UP 56,075!**

***\*Engagement** refer to likes, comments, shares, clicks. **Social media engagement** is more than just the accumulation of followers across **social** platforms. Businesses that focus on building their **social media engagement** can benefit from better marketing reach and ROI, and a greater brand awareness that makes it easier to attract new customers.*

# Audience / Opt-In Subscribers

As of November 2019, The Junction BIA has access to the following opt-in subscribers who we connect with regularly.

Mailing List	2,590
Instagram	4,008
Facebook	5,374
<u>Twitter</u>	<u>5,710</u>
<b>TOTAL</b>	<b>17,682</b>





# The 8<sup>th</sup> Annual Summer Solstice Festival



The Junction BIA was delighted to bring back **The 8<sup>th</sup> Annual Summer Solstice Festival**, presented by **The Sweet Potato** on Saturday, June 22, noon to midnight, and it was bigger than ever!

We featured an assortment of live music, an artist market, food, craft, street performers, over 100 vendors + lots of family fun!

Celebrating the longest day of the year and the kick-off to summer, the theme was a retro-inspired beach party!





# The 8<sup>th</sup> Annual Summer Solstice Festival

## Programming & Activation

- Amount of vendors up 30% from 2018.
- Popular activations for children and families including three large inflatables, a toddler play area, a mobile pirate ship, hands-on skateboarding lessons, face painters, the *Snug as a Bug* Imagination Station for crafting and more!
- 16 member businesses offered extended licenced patios – up 25% from last year.
- We produced a safe and fun event with no major incidents and on budget!

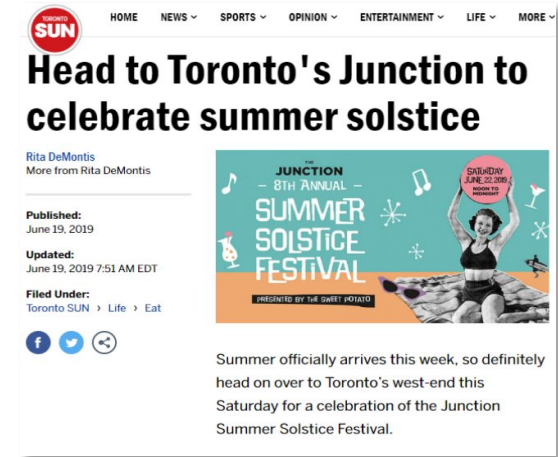


# The 8<sup>th</sup> Annual Summer Solstice Festival



## Marketing & Social Media

- Significant increase in social media presence via engagements and followers.
- Festival marketing almost 100% digital.
- March - June, the Facebook event page reached 36.2k people!



## Economic Impact

- Attendance of approx. 10,000 - up 100%.
- An economic impact of over \$540,000.
- 30% of attendees came from outside of The Junction.
- 95% of attendees would recommend the festival to family & friends!



## Public Relations

- Advance media included features in BlogTO & the Toronto Sun.
- Onsite media included CityTV Live newscasts at 6pm & 11pm.
- Total event Impressions = 44M!





# 2019 Streetscaping

*Jyhling Lee, Chair - Streetscaping Committee, The Junction BIA*

# Streetscaping / Area Beautification

**Planters:** Weekly upkeep of 30 planters across the BIA, including the watering of flowers and replacement of soil.

**Weeding:** Consistent cleanup of tree beds that had become overrun by weeds.

**GFI Removal:** In partnership with Toronto Hydro, all of the Ground Fault Circuit Interrupters attached to trees were disconnected from the City grid and removed. These were a hazard and unsightly.

**Tree Guards:** In October, 67 newly designed tree guards were installed to help promote the growth and health of our trees, complete with integrated shelves for planters. (see next slide)





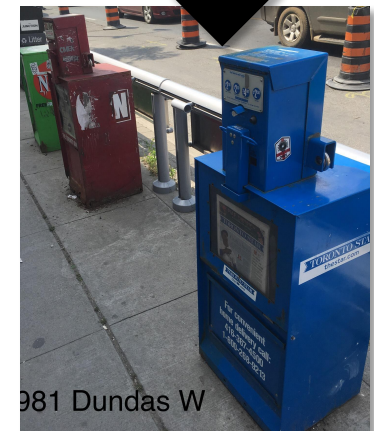
# Streetscaping / Landscaping



# Streetscaping / Before & After

To boost The Junction's appearance, we designed and implemented a **Beautification Pilot Project**, in partnership with the Keele Correctional Centre – a facility that houses parolees in the midst of rehabilitation.

By offering them employment, the BIA can help parolees successfully reintegrate while giving them an opportunity to give back to the community.





# Streetscaping / Before & After



# Streetscaping / Before & After

From July to October, a team of two - three spent approximately seven hours a week beautifying the Junction. They cleaned up litter, broken glass and cigarette butts; cleared graffiti from public and commercial property; removed posters and stickers from light poles; installed decorative flags for our Sidewalk Sale; removed staples from public message boards; and reported on a variety of area/asset issues.





# Streetscaping / Before & After





# The Junction Parkettes

A collaborative initiative cost-shared by the BIA and the City's Economic Development and Culture division. Its goal is to improve the public realm by creating aesthetically satisfying and functional outdoor spaces for all to enjoy. Parkettes feature trees, gardens, artistic bike parking and custom site furnishings.

## **Benefits of green space in an urban landscape include:**

- Trees provide oxygen and improve air quality, conserve water and support life.
- Create small oases for the public to escape the city heat.
- Integrate amenities like seating and bicycle or stroller parking.
- Provide opportunities for social interaction.
- Increase property values.
- Attract and retain businesses to an area.

We carefully assessed 10 potential city-owned boulevard areas for future parkettes and based our final selection on constructability, visibility, size, current use, setbacks, and clearances. The board agreed to put this project on hold and re-assess once the BIA expands its boundaries.



*Note: Rendering created by DTAH, depicts the Brunswick Ave. Parkette, to be installed as part of the Bloor Annex BIA's Bloor Street Revitalization.*



# 2020 Proposed Plan

*Carol Jolly, Executive Director, The Junction BIA*

# 2020 Proposed Plan

**Summer Solstice Festival:** Now in it's 9th year, we will bring back this popular signature event and begin expansion to include 'block party' programming on various north/south cross streets outside of the approved Dundas W road closure. (June 20)

**Community Mural:** We are currently pursuing funding to design and implement an engaging new mural that is reflective of our branding. Please contact us if you have a blank wall that you would like us to consider. (Summer)

**Continued Development:** Website – Member Directory & Member Resources.

**Keele/Dundas Corner:** In talks with the BMO Project Manager regarding plans to revitalize and improve this busy Junction intersection and gateway. (Ongoing)

**Beautification Team:** Establish an ongoing weekly pilot program in partnership with Keele Correctional Centre addressing ongoing graffiti, litter, and weeds. (May-Oct)

**Landscaping:** Design, deliver, install & remove summer & winter plantings for 132 baskets in 67 new tree guards, together with the related maintenance and servicing.

**Pole Wraps:** Approx. 66 light poles have been approved to be wrapped with anti-poster and anti-glue wrap, giving them a long-lasting, sleek and clean finish. (Spring)



# Pole Wraps



# Member Resources / Grants



## **\$12,500: Commercial Facade Improvement Program 2020**

Provides grant funding to commercial & industrial property owners & tenants eligible to redesign, renovate or restore commercial & industrial building facades.

## **\$5,000: Starter Company Retail Accelerator Program - only \$60,000 Available!**

Aimed at helping main street retail businesses with training to assist them further with operations and marketing their business.

Some benefits include:

- Retail training focused on developing & managing their business.
- Further advisory services and mentoring.



## **\$2,500: Digital Main Street Transformation Grant**

**Deadline to Apply: December 31, 2019**

Assists small businesses improve how they use digital technologies to promote and run their businesses, including:

- Hiring a consultant/agency/person to execute Digital Marketing initiatives.
- Development of new website & redesign of existing website.
- Graphic Design software, Social Media software and / or Security software.



# The Digital Service Squad

We are excited to partner with Digital Main Street to bring the **Digital Service Squad** (DSS) to the Junction! The DSS is a **FREE** resource for BIA businesses to help them build their online presence, promote and sell successfully online.

The DSS team member is a highly-trained digital marketing specialist who will provide **1-on-1 support** and recommendations to enhance the digital capabilities of Junction BIA businesses. For example, they can assist with:

- Building a basic web presence or enhancing existing presence.
- Activating easy-to-use tools; Google My Business & Shopify's ecommerce shop.
- Social media strategy and the use of analytics & insights.

Watch for them in **Dec 2019 & Jan 2020!** Don't miss out on this BIA member opportunity!







# 2018 Auditor's Report

*Rafiq Dosani, Chartered Professional Accountant*




# 2018 Auditor's Report

THE BOARD OF MANAGEMENT FOR THE  
JUNCTION GARDENS BUSINESS IMPROVEMENT AREA  
STATEMENT OF FINANCIAL POSITION  
As At December 31, 2018

	2018 \$	2017 \$
<b>FINANCIAL ASSETS</b>		
Cash	219,216	170,195
Accounts receivable		
City of Toronto – special charges (Note 3)	10,496	15,280
Other	14,652	33,255
	<u>244,364</u>	<u>218,730</u>
<b>LIABILITIES</b>		
Accounts payable and accrued liabilities		
Other	14,955	4,404
	<u>14,955</u>	<u>4,404</u>
<b>NET FINANCIAL ASSETS</b>	<u>229,409</u>	<u>214,326</u>
<b>NON-FINANCIAL ASSETS</b>		
Tangible Capital Assets (Note 4)	16,146	2,354
<b>ACCUMULATED SURPLUS</b>	<u>245,555</u>	<u>216,680</u>

Approved on behalf of the Board of Management:

  
Chair

  
Treasurer

THE BOARD OF MANAGEMENT FOR THE  
JUNCTION GARDENS BUSINESS IMPROVEMENT AREA  
STATEMENT OF OPERATIONS AND ACCUMULATED SURPLUS  
FOR THE YEAR ENDED DECEMBER 31, 2018

	2018 \$ Budget (Note 8)	2018 \$ Actual	2017 \$ Actual
<b>REVENUE</b>			
City of Toronto – special charges	282,380	281,753	282,920
Grants	-	11,760	-
	<u>45,000</u>	<u>23,116</u>	<u>18,253</u>
Festival and events and other	<u>327,380</u>	<u>316,629</u>	<u>301,173</u>
<b>EXPENSES</b>			
Administration	119,820	133,629	114,452
Promotion and advertising	83,500	70,554	123,287
Maintenance	69,000	62,971	41,563
Capital (Note 7)	60,000	-	-
Amortization	-	6,391	3,899
Provision for uncollected special charges (Note 3)	25,671	14,209	14,283
	<u>357,991</u>	<u>287,754</u>	<u>297,484</u>
<b>SURPLUS (DEFICIT) FOR THE YEAR</b>	<u>(30,611)</u>	<u>28,875</u>	<u>3,689</u>
<b>ACCUMULATED SURPLUS, BEGINNING OF YEAR</b>	<u>214,326</u>	<u>216,680</u>	<u>212,991</u>
<b>ACCUMULATED SURPLUS, END OF YEAR</b>	<u>183,715</u>	<u>245,555</u>	<u>216,680</u>

# Appointment of the 2019 Auditor

*Kiyo Elliott-Armstrong, Chairperson, Board of Management, The Junction BIA*

**Motion #1:** Motion to adopt the [2018 Audited Financial Statements](#), as presented.

**Motion #2:** Motion to appoint Rafiq Dosani as the Auditor  
for the 2019 Financial Statements.



# 2020 Proposed Budget

*Adam Jamkhoul, Vice-Chair & Treasurer, Board of Management, The Junction BIA*

# The 2020 Budget Summary

- 1 -  
Junction Gardens BIA  
2020 BIA Budget

Summary of Revenues and Expenditures	2019 Approved Budget	2019 Projected Actual	2020 Proposed Budget	
	Column A	Column B	Column C	
<b>Revenues</b>				
BIA Levy (includes 10% provision)	333,559	333,559	340,674	(A)
Grants		11,760	12,000	(B)
Signature Events Revenue (input details in event worksheets)	35,000	31,100	31,000	(C)
Other Festival Revenue				(D)
Other Revenue				(E)
<b>Total Revenue</b>	<b>368,559</b>	<b>376,419</b>	<b>383,674</b>	(F)
<b>Expenditures</b> (includes 1.76% HST)				
General and Administrative	119,928	190,176	214,850	(G)
Streetscape Improvements	125,000	31,971	37,000	(H)
Streetscape Improvements - City Loan Payment				(I)
Amenity and Maintenance	52,000	54,839	61,000	(J)
Promotion and Communication	8,000	17,094	12,700	(K)
Festivals and Events	75,000	82,874	96,000	(L)
Provision for Tax Appeal Expenditures	30,324	15,200	30,970	(M)
<b>Total Expenditures</b>	<b>410,252</b>	<b>392,154</b>	<b>452,520</b>	(N)
<b>Net Revenue / (Deficit)</b> (O) = (F) - (N)	<b>(41,693)</b>	<b>(15,735)</b>	<b>(68,846)</b>	(O)

Summary of Accumulated Surplus	2019 Approved Budget	2019 Projected Actual	2020 Proposed Budget	
<b>Beginning Balance</b>	<b>233,454</b>	<b>235,808</b>	<b>220,073</b>	(P)
Change in Accumulated Surplus	(41,693)	(15,735)	(68,846)	(Q)
<b>Ending Balance</b>	<b>191,761</b>	<b>220,073</b>	<b>151,228</b>	(R)





# Approval of 2020 Budget

*Kiyo Elliott-Armstrong, Chairperson, Board of Management, The Junction BIA*

**Motion: Motion to approve the 2020 Budget as presented.**



# Approval of Name Change

*Kiyo Elliott-Armstrong, Chairperson, Board of Management, The Junction BIA*

**Motion: Motion to change the legal name from  
the Junction Gardens Business Improvement Area  
to The Junction Business Improvement Area.**

# Benefits of Proposed Expansion

- The BIA will be better able to compete with other business areas, such as Roncesvalles, The Junction Triangle, Bloor West, and the Stockyards.
- Beautification and streetscaping at the gateways to The Junction; west to Runnymede Rd and east to Annette St., attracting more visitors to the core.
- Increased political clout on the municipal, provincial and federal levels.





# Approval to Seek Major Expansion

*Kiyo Elliott-Armstrong, Chairperson, Board of Management, The Junction BIA*

**Motion: Motion to seek a major expansion of our BIA boundaries,  
west to Runnymede Road and east to Annette Street.**





**Other Business?**

***Thank you for attending!***