

The Junction BIA - APRIL Board Meeting Minutes

Wednesday, APRIL 16, 2025, at 9:30 am

Meeting virtually by phone:

(CA) +1 604-774-8093 PIN: 515 725 485#

9:30 am **CALL TO ORDER** - Kiyo Elliott-Armstrong, Board Chairperson

Declaration of Conflict of Interest/Attendance/Quorum (3)

Regrets:

Absent:

Guests:

[March Meeting Minutes](#) - Kiyo, Chair

MTA: Manny

Seconded: Dan

Unanimous.

Financials - Dan, Board Treasurer/Carol - postponed to May meeting (Carol on vacation April 7-15)

MTA:

Seconded:

Unanimous.

9:35 am **MEMBERSHIP**

Community & Member Safety

The continued vandalism/violence towards a Member's business is unacceptable. We have contacted the City, SafeTO and TABIA concerning how best to support our members, provide access to resources, and increase safety. BIA Staff attended the SafeTO Summit on April 11th with hopes of learning more. [SafeTO 2024 BIA Survey Results](#). Ongoing.

Annual Member Survey

As we initiated last year, the 2025 Annual Member Survey will be circulated in May, ensuring that questions related to community safety are included. Ongoing.

Filming Notice

A filming donation of \$2,000 has been received as part of the filming disruption from April 13-15 along Dundas St W, including several Green P lots being used. Our office coordinated with the production company and sent numerous notices to members.

9:40 am **OPERATIONS/ADMIN - KIYO AND CAROL**

Streetscaping/Maintenance

You may view the March Maintenance Reports [here](#). In March, there were **5 (+50%)** instances of tagging, **1 (-60%)** case of vertical littering (posters/stickers), and three (3) cases of litter removal from streets.

Benches

An inventory will explore whether vandals have tampered with or removed other plaques. We continue to pursue the City's supplier, SURE Contracting, regarding restoration/sanding of the benches and a refund for our payment for the anti-graffiti coating services. Pauline Ho from the City has been contacted for assistance since we've not heard back after three attempts. Manny is to draft a letter. Ongoing.

Banners

Due to recent excessive wind, one (1) hydro pole banner has been removed. Damage inspection & reinstallation will be scheduled. Ongoing.

Planter Boxes

As part of regular scheduled PGTE services, Summer florals will be installed the week of May 12.

The CaféTO Curb Lane Program

The City has not confirmed if any applicants are impacted by construction, and has started invoicing the thirteen

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(13) total applicants. Curb Lane Café installations will begin the week of May 17.

Taste of the Junction (TJ25): Venue Update

The **Green P Lot, 385 Pacific Ave**, rental rate of \$500 was applied, and the **\$1,725** was waived by the TPA in exchange for sponsorship in-kind. Outreach continues, F&B members were contacted first in March, followed by retailers in April, and opening to 3rd party vendors in May. The deadline is June 1st.

TJ25: Fees Updates

Here's our recommended breakdown of event vendor fees and allotted spaces; the 35 vendor spaces listed below exclude an additional 3-5 spaces for sponsors/BIA booths. This final amount will fluctuate.

- Food & Beverage Vendors (Members): \$295 x 25 spaces (9 confirmed to-date)
- Retail Vendors (Members): \$295 x 5 spaces (1 confirmed to-date)
- 3rd Party (Non-Members): \$495 x 5 spaces (4 on hold for May 1st application to-date)
- Sponsors/BIA: (5 spaces reserved)

As of May 1st, registration is now open to retail and service members. An [FAQ](#) Sheet has been created to help vendors plan for the event; this document has also been sent to all inquiring vendors.

A [Vendor Agreement](#) has been reviewed by legal, updated and shared with all vendors.

Green P & On-Street Parking

The BIA was made aware that one (1) and potentially more of the Green P lots in the Junction are partially rented out to third-party car rental companies. This, along with 2024 Annual Member Survey results highlighting concerns about Parking, has sparked further discussions with Toronto Parking Authority (TPA), Bike Share (BS) and the City. The BIA has reviewed data from both TPA & BS to help review parking, cycling infrastructure and discussions continue with hopes of a review of needs within the area. Ongoing.

Grants 2025 - Legend - (M) Municipal, (P) Provincial and (F) Federal

2024 Grant Submissions	Open/Close	Request	Status
Special Event Stabilization (SESI)	Closed	\$1,723	Payment received (TJ24)

2025 Grant Submissions	Open/Close	Request	Status
Pollinate TO (M)	Oct 21/24	\$5,000	Declined
Canada Summer Jobs Grant (F)	Dec 19/24	\$10,186	Approved for 50%
Cultural Festivals Funding Program (M)	Jan 23/25	\$25,000	Applied Dec 20/24

2025 Grant Prospects	Open/Close	Request	Status
CaféTO: Curb Lane Program (M)	Jan/Feb 15	\$5,000	Applied
Multi and Inter-Arts Projects/OAC (P)	Mar 20	up to \$15,000	Applied
Outdoor Mural + Street Art Program (M)	Mar 27	up to \$7,500	Applied
Building Communities: Arts & Heritage (F)	Open/Apr 30	up to \$200,000	Not Eligible
CaféTO: Stream 2 (M)	TBD/May	up to \$25,000	Reviewing
Ontario Cultural Attractions (P)	Open/May 30	up to 2/3	Reviewing
Dance Projects (M/TAC)	Open/Aug 5	\$10,000	Reviewing
Multi and Inter-Arts Projects (P)	Sept 18	up to \$15,000	Ongoing
Building Communities: Arts & Heritage (F)	TBD/Oct 15	up to \$200,000	Not Eligible
PENDING APPLICATIONS	TOTAL	\$67,686	

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Grants: Outdoor Mural + Street Art Program

The Grant was submitted, and we await feedback from the City at the end of April.

Grants: Multi & Inter-Arts Projects

The Grant was submitted for the Window Wonderland 2025 Series - ft. CORPUS Dance Project.

Grants: Building Communities: Arts & Heritage

Neither Window Wonderland nor Taste of the Junction qualifies because of their formats. They suggested a sub-Grant called “Presenter Support Organization Grant from Canada Arts Presentation Fund” for 2026, if we could demonstrate that the programming supports Indigenous, Black, racialized, official language minority and 2slgbtqi+ communities, organizations that are women-led, or serving D/deaf people and people living with a disability. Thus, for instance, the artist recruitment process is designed to ensure that most artists fit within this lens.

Grants: The CaféTO Grant (formerly called CaféTO Property Improvement Program) is available to owners and tenants of commercial and industrial properties in Toronto to improve the appearance and/or function of their curb lane cafés, commercial patios and sidewalk cafés. This grant offers up to \$7,500 in matching funds (50% of the cost) for eligible improvements to patios in the curb lane, on sidewalks, and on private property. [Applications are open](#) until June 4 or until all grant funding has been exhausted.

Grants: The CaféTO Dining District Program will launch in May. It has two streams of funding:

- *Stream One*: Grants for BIAs to cover one-half of the costs of eligible projects up to a maximum of \$5,000 (based on a minimum of \$10,000 of improvements).
- *Stream Two*: Grants for BIAs and not-for-profit organizations to cover the costs of eligible projects up to a maximum of \$25,000.

10:00 am MARKETING/EVENTS - KIYO AND CAROL

New Businesses Welcomed by Staff—Click [here](#) for the ongoing list and welcome letter template sent to all new members. Then, there will be a virtual meet-and-greet with staff. New members have also been added to our waiting list for Member of the Month.

Digital Following

As of April 1, we have 19,625 Instagram, 8,250 Facebook, 5,399 X (formerly Twitter), 3,202 Threads, 2,136 LinkedIn followers and 3,836 Mailchimp subscribers. **Our total digital following is now 42,448.** We will continue to update this monthly.

Taste of the Junction (TJ25)

The **Stu Sells Realty Team** has confirmed they will return as the **TJ25 presenting sponsor**, with an **\$11K contribution**. **Tuli Parubets, Toronto Mortgage**, has also confirmed that she will be a **TJ25 event sponsor** with a **\$2K contribution**. We have secured a partnership with **Indie88**, offering on-site music, merch handouts, radio promotion, and an inflatable “axe” throwing activation at TJ25. In-kind sponsorship value: **\$16.3K**

Butterfly Gardens (BG25)

Govan Brown has confirmed they will be the **BG25 presenting sponsor** with a **\$3K contribution**. They want to run a walking tour (possibly) with PGT, including a stop at Govan Brown’s onsite beehives. Govan Brown is also interested in producing an outdoor movie night in their parking lot (in September) with the BIA as a promotional partner. Ongoing.

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Window Wonderland (WW25)

Planning for the 6th Annual Window Wonderland is underway. Local artist, Luis Campos, will be taking over for Benjamin Mitchley as our Artistic Curator for the 2025 exhibition, and the Call for Artists will launch in early May 2025. The dates for the WW25 exhibition have been determined as Friday, November 28, 2025, to Sunday, February 1, 2026.

We have yet to find a new presenting sponsor for WW25; however, we are actively pursuing sponsorship leads for all programs and events with targeted pitches to an expanded list of prospects, meetings, and the newly updated [2025 sponsorship deck](#). Further updates will be provided as discussions progress. 2025 Operating Budget: Sponsorship Goal is **\$19.5K** outstanding.

Window Wonderland - Special Offers

Last month, the board discussed the inclusion of Special Offers in WW animations. To make an evidence-based decision, the staff issued a public survey to gather feedback from visitors, residents, members, and artists.

Here are our findings from the **76 survey responses**:

- **QUESTION 1: Would you like to receive special offers or discounts from Junction businesses as part of the Window Wonderland experience?**
 - YES - 85%
 - NO - 15%

- **QUESTION 2: If Window Wonderland includes special offers, how should they be delivered?**
 - 62% - Delivered separately (e.g., via QR code, social media, or signage near the artwork)
 - 24% - Embedded directly within the animated artwork
 - 14% - I would prefer not to receive offers during the exhibition.

- **QUESTION 3: Would including promotional content affect your enjoyment of the art?**
 - 66% - No, I think it would enhance the experience
 - 34% - Yes, it would take away from the experience

Here's a summary of the key themes and trends that emerged from the open-ended feedback:

- 1. Strong Support for the Art-First Approach**
 - Many respondents emphasized the importance of maintaining the artistic integrity of the exhibition.
 - Several preferred keeping promotional content *separate* from the art, via QR codes, signage, newsletters, or sandwich boards.
 - Participants suggested *opt-in models* (e.g., “scan if interested,” “screenshot to earn offers”) to avoid forcing commercial content onto viewers.

- 2. Ideas for Enhancing Foot Traffic & Business Engagement**
 - Some respondents supported the inclusion of promotions but recommended tactful or creative formats (e.g., scavenger hunts, artist or business booths).
 - A few noted that *non-discount incentives* (like business draws or FREE coffee stands) might better align with the spirit of the event and increase engagement.
 - One suggestion: share offers ahead of time to help visitors plan or encourage repeat visits during the season.

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3. Mixed Views on Embedded Offers

- A small number felt that embedding offers in the animation was acceptable if done discreetly.
- Others cautioned that past attempts (e.g., the “secret word”) disrupted the viewing and limited social sharing opportunities.

4. Overall Tone: Constructive & Appreciative

- Respondents consistently praised the event's artistic value and community experience.
- Most feedback aimed to *enhance the event without compromising the art*.

Recommendations for WW25 Based on Survey Results:

1. Encourage Businesses to Leverage Foot Traffic Independently

With 2024 attendance exceeding 48,000 visitors, the exhibition has succeeded in drawing people to the Junction. While 85% of survey respondents expressed interest in receiving special offers, activating this audience should rest with the member businesses. The BIA will focus on delivering a high-quality, art-first event. Participating businesses are encouraged to create their own special offers or promotions to capitalize on the increased foot traffic.

2. Maintain the Integrity of the Art

To protect the artistic experience, promotional content should not be embedded directly in the animations. Instead, offers can be shared separately—through in-store signage, QR codes, or digital channels such as social media and email—ensuring the art remains the exhibition's focal point.

3. Optional, Opt-In Promotions

Offers can be made available on an opt-in basis for those who wish to engage further. This could include creative, self-directed formats such as scavenger hunts, contests, or “screenshot-to-redeem” mechanics. These approaches support business engagement without intruding on the viewer’s artistic experience.

4. Inspire Repeat Visits Through Member Initiatives

Some visitors noted they would return if given a reason. Businesses could collaborate on multi-visit incentives, such as loyalty cards, exclusive time-limited promotions, or giveaways that span the event’s full duration, to extend foot traffic benefits beyond a single visit.

Award Submissions - Note: the final portion of the Agenda was deferred to May.

2025 OBIAA Awards

We are delighted that The Junction BIA's **AR Laneway Project** was selected as the **2025 OBIAA “Award of Excellence” winner in the Streetscaping & Public Realm Improvements** Category. We have received a promotional package from OBIAA, and the award was delivered, as our staff was not in attendance at the awards ceremony. We will announce our win to our social media following and mailing list.

2025 IDA Awards

Category: *Public Space Management & Operations* - Application submitted on February 28. We will continue to track this submission and provide updates as it progresses.

Board Nomination Procedures

With Heather Phillips and Maryan Jimaleh stepping down from the board, we must create a **Board Recruitment**

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Working Group to manage the recruitment and selection of new board members. The Board Executive (Kiyo, Janet & Dan) should work with Carol to initiate this process in preparation for our AGM and the 2026 election year.