

The Junction BIA - August Board Meeting Agenda/Report

Wednesday, August 20, 2025, at 9:30 am - POSTPONED

Meeting virtually by phone:

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

THIS MEETING WAS POSTPONED DUE TO LACK OF QUORUM ...

9:30 am **CALL TO ORDER** - Kiyo Elliott-Armstrong, Board Chairperson
Declaration of Conflict of Interest/Attendance/Quorum (3)

Regrets: Dan **Absent:** Maryan, Jyhling **Guests:** Rafiq Dosani, Auditor, Board Applicants:
Megan Munro, Michele Reynolds, Paula Nevin, Judith Santos, and Joel Sartorelli.

NEW! Annual Audit 2024 - Guest speaker, Rafiq Dosani, our 2024 Auditor

A draft review with Rafiq- joining the meeting at 9:30 AM. See the folder containing 2024 Audit documents [HERE](#).

MTA: **Seconded:** **Unanimous.**

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

MTA: **Seconded:** **Unanimous.**

[July Financials](#) - Dan, Board Treasurer/Carol - **Dan on vacation Aug 16-26. Bon voyage, Dan!**

MTA: **Seconded:** **Unanimous.**

2026 City Operating Budget

Syma is prepping the 2026 Operating Budget, to prepare for the September board meeting for approval. It will need to be sent to the City for review before circulation in the AGM invitation is sent in October.

9:50 am OPERATIONS/ADMIN - KIYO AND CAROL

NEW! Member Outreach – July & August 2025 - [See initial report here](#)

In July and August, **72 in-person member visits** were completed to introduce Audrey, the new Operations Manager, and share updates on Taste of the Junction 2026 (TJ26) and Window Wonderland 2025 (WW25). The majority of interactions (**76%**) **were positive or neutral**, with members expressing appreciation for direct engagement, satisfaction with public-realm improvements such as murals, and interest in upcoming opportunities. Only **6.9% of visits raised BIA-responsibility concerns**, primarily related to perceptions of **CaféTO patios, parking availability, vendor mix at events, and, for a small number of members, WW25 participation fees**. These results provide a clear baseline to track year-over-year changes in member sentiment. Members also offered constructive suggestions for programming, including initiatives to highlight long-standing businesses and enhance seasonal communications.

NEW! Member Program - Main Street Meet-Up!

We are launching a new, casual, quarterly mixer that will give members the opportunity to meet their neighbours and connect directly with the BIA board and staff in an informal setting (cash bar). Each meet-up will include a short, high-value presentation from a small business consultant, offering practical, actionable advice tailored to our members' needs. For the inaugural session, we are seeking a dynamic speaker with hands-on retail experience who can share tips, visuals, and examples on how to design storefront windows and interiors to maximize customer appeal. The series is intended to foster stronger member-to-member connections, encourage open dialogue with the BIA, and provide real-world business strategies members can put into practice immediately. Ongoing.

Streetscaping / Maintenance

You may view the **July Maintenance Report** [here](#). In July, PGTE recorded **68 issues** of graffiti and vertical litter (posters and stickers), an **84% increase** from the **37 incidents reported in June**. Unfortunately, the trend has gone upward so the team will continue to monitor closely and determine if further interventions are required. There were some trees that required trimming which was out of scope for PGTE and will be reported to 311. There is increased food dump by the BMO - an individual is purposely bringing bread to feed the pigeons. Might consider installing signage in the nearby garden to discourage feeding of wildlife. Will also need to report to bylaw once we have a description of the individual and established pattern of behaviour.

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NEW! Perennial Planter Pilot Project (2023-25) - [Conclusion](#)

After three seasons, the Perennial Planters Pilot Project along Heintzman Street has come to a natural close. The goal was to test the visual and ecological impact of native Ontario pollinator plants in public planters. While the pilot successfully supported biodiversity and offered valuable insights, by 2025, the planters no longer met the Junction's aesthetic standards for seasonal displays.

Following discussions with PGTE, we've agreed to discontinue the pilot. This fall, the remaining perennial plants will be transplanted into the BIA's 22 Butterfly Gardens, where they can continue to thrive and support pollinators across the neighbourhood.

Beginning in 2026, the eight Heintzman planters will be folded into the BIA's regular seasonal landscaping program, receiving coordinated summer and winter plantings like the rest of our streetscape assets. We are grateful to PGTE for their care and support of this endeavour.

NEW! Bench Restoration & Protective Coating

SURE Contracting's anti-graffiti coating work on all 34 benches in 2024 has been fully **refunded for \$6,157**. All commemorative plaques have been removed in preparation for the new protective coating. Following the RFP process, **Five Star Painting** was selected to complete the work, with a site meeting Aug 6 to confirm product specifications before starting. They are testing recommended products for best finish on the bench at No Frills. Both Carol & Audrey will examine the final prototype before proceeding. It was noted in the report from PGTE that a couple of benches already have graffiti on them and require sanding. **Ongoing.**

Taste of the Junction 2025

The event remains cancelled due to low member participation and staffing limitations. Former sponsors are proceeding with two independent events; *The Junction: Dry No More* in September and *Wine & Wrap* in December. The BIA has confirmed non-involvement but will provide standard marketing support for approved third-party events, in line with established parameters, to prevent member confusion.

NEW! Taste of the Junction 2026 – Planning Update

We plan to submit a \$25,450 funding request to the City's Community Celebration Support Fund for *Taste of the Junction 2026: A Creative Crossroads of Culture & Community*. However, this could increase (up to the eligible maximum of \$40,000) depending on partnerships still in discussion. This special edition aligns with the City's hosting of the FIFA World Cup in 2026 but focuses on the Junction's art-centric identity, using immersive cultural installations, augmented reality murals, and curated food experiences to showcase what makes our neighbourhood distinct.

Scheduled for Saturday, June 27, 2026, at the Green P lot (385 Pacific Ave), the one-day public market will feature 30+ vendor booths, a new augmented reality mural at 380 Keele Street, and *Passageways*—five immersive, artist-designed cultural pop-ups inspired by Toronto's largest visible-minority communities. Members were asked to register their expressions of interest, and 12 have replied, along with four non-profit community groups who have been offered a free booth. We are in discussions with StreetEats for a partnership to assist with vendor procurement and logistics.

With one project being awarded per ward, this is a competitive grant application. A confidential draft is underway; board members who wish to review it are welcome to contact the Executive Director directly.

Green P & On-Street Parking — July Update

- **TPA data received:** [Custom on-street map \(IDs 5105–5111\)](#) plus Q2/YTD occupancy + peak-hour profiles. Lots remain over capacity (CP19 Q2 123% / YTD 118%; CP18 Q2 110% / YTD 113%); nearby curb blocks show 16–71% (midday/PM under-used).
- **CP19 (Pacific):** Permit-sale freeze continues; rideshare discussions ongoing; action plan still due **Aug 30**.
- **CP18 (351 Keele):** Permit-holder audit launched mid-July; TPA won't release counts; enforcement found no over-use by business permits; results expected September.
- **EV stalls:** No short-term rule changes; EV spaces are <5% of car-park supply (~2% of all area spaces).
- **Signage/Comms:** TPA confirmed curbside way-finding is a City Transportation responsibility. BIA focus remains data monitoring & member comms; Aug 8, the TPA provided a 1-page, public-ready summary for a member e-

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blast/socials. **Audrey to engage Transportation re signage.**

- **CP80 (400 Keele):** Partial closure Aug 11–12 for film production; half the lot stays open. Members encouraged to use nearby curb-side blocks per TPA map.
- **NEW! Meetings:** TPA offered a Sept 4 or 5 (1–4 pm) check-in. Next Action: Confirm Sept call; circulate TPA's 1-pager once received; track Aug 30 CP19 plan and include CP18 audit results in the fall board package.

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 Prospects	Open/Close	Request	Status
Creative Industries Funding (M)	July 28	\$10,000	Applied - decision Aug
CaféTO: Curb Lane Program (M)	Jan/Feb 15	\$5,000	Applied
Multi and Inter-Arts Projects/OAC (P)	Mar 20	up to \$15,000	Declined
Outdoor Mural + Street Art Program (M)	Mar 27	up to \$7,500x2	Approved for \$15,000
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	Did not Apply
Multi and Inter-Arts Projects (P)	Sept 18	up to \$15,000	Reviewing
Special Event Stabilization (SESI)	June 16	Taste expenses	Not Eligible
Building Communities: Arts & Heritage (F)	TBD/Oct 15	up to \$200,000	Not Eligible
Pollinate TO (M)	Oct 21/24	\$5,000	Declined
Canada Summer Jobs Grant (F)	Dec 19/24	\$10,186	Approved for \$5,364
Cultural Festivals Funding Program (M)	Jan 23/25	\$25,000	Declined
Arts in Communities Projects (P)	Aug 15/Oct 15	up to \$12,500	Reviewing
Ontario Community Environment Fund (P)	Open/Sept 24	\$5,000+	Not Eligible
Community Celebration Support Fund (M)	Open/Sept 17	\$25,000	Applied - submitted 8/29
<u>Grow Grant - Ontario Trillium (P)</u>	Open/Nov 5	up to \$200k	Reviewing
TOTAL APPROVED TO DATE			\$20,364

NEW! AR Laneway Expansion & Preservation – Two City Grants Secured \$15,000

We have now secured two City of Toronto *Outdoor Mural & Street Art Program* grants to both expand and preserve our award-winning AR Laneway along Jackson Place, ensuring the artworks remain a signature attraction for years to come.

Grant 1 – Greetings from the Junction, 380 Keele St \$7,500

After delays and revised terms, we withdrew the original mural planned for 2978 Dundas St W due to tenant pushback, site issues, and last-minute demands that would obstruct the artwork. The City approved our request to relocate the project to 380 Keele St, a prominent corner, north of The AR Laneway entrance, on July 3. This keeps us on schedule for completion ahead of *Window Wonderland 2025* bringing our total AR Murals back up to 10! Status: Relocation approved by property owner & tenant - including permission to paint over windows to allow for the size of the original artwork; installation underway and to be completed September 2025. Ongoing.

NEW! Grant 2 – AR Laneway Preservation, 51 Vine Ave \$7,500

We have secured a second City grant to preserve five AR murals along Jackson Place in partnership with SpiceCart Living and Curb Signs. The works will be reprinted on custom-cut ACM panels with anti-graffiti lamination, extending their lifespan to 8+ years and protecting the AR experience. As part of the project, we'll prime a tagged wall at the west Keele entrance to The AR Laneway and mount one restored image there, creating a pathway to the other four pieces and our standout 2024 feature, *Diana Ross*. All animations will be live for *Window Wonderland 2025*. Status: Grant approved; site meeting Aug 6; installation September 2025. Ongoing.

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 the Member of the Month feature. More news on this program below.

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Digital Following

Platform	Following as of July 1, 2025	Following as of September 1, 2025	Difference
Instagram	20,233	20,519	+286
Facebook	8,274	8,310	+36
X (aka Twitter)	5,346	5,345	-1
Threads	3,275	3,332	+57
LinkedIn	2,167	2,177	+10
Mailchimp	3,855	3,315	-540
TOTAL FOLLOWING	43,150	42,998	-152

Marketing Assistant - Canada Summer Jobs

Our summer marketing assistant (aka [CSJ: Local Tour Guide](#)), [Will Parry](#), will be coming to the end of his contract on August 29th. The “Junction Journal” social media campaign, which features individual member businesses has received an incredibly positive response from members and the BIA’s social media following. By the end of Will’s contract there will be a total of at least **21 Junction Journal videos, incl. 3 videos focusing on different aspects of the Junction’s history and architecture** per the original grant submission.

NEW! Due to the overwhelmingly positive response to the *Junction Journal* campaign, the **Member of the Month program will be updated to include a short-form video in the same engaging style, paired with a written Q&A profile published to the BIA’s website and mailing list.** This enhanced format will better showcase members, increase audience engagement, and build on proven content success. Under the new approach, James Watson will continue as the program’s writer, gathering and preparing Q&A responses, while Will Parry will produce the accompanying video features. Both will work under the supervision of the Marketing Manager, with each receiving \$150/month for 7.5 hrs work. This plan allows us to retain James’ valuable contributions, maintain consistent quality, retain Will beyond his August 29 contract end date, and offer his expanded services directly to members. We plan to reapply for the CSJ grant in 2026 to support this program’s continuation. Ongoing.

NEW! Window Wonderland 2025

- **Presenting Sponsor Confirmed** – MEDS Junction Pharmacy has returned as the Presenting Sponsor for WW25. Many thanks to Dan for his continued support! We’ll be painting the window of his new shop, scheduled to open in October, in The Pacific.
- **Window Partner Agreements & Invoicing** – All 20 Window Partner agreements issued and invoiced by mid-July at the BIA subsidized amount of **\$295**.
- **Artist Team Formation** – Artist Curator, Luis Campos, matched muralists and animators based on complementary styles. He then paired each Artist Team with a Window Partner, prioritizing sponsor and returning partner requests.
- **Artist Notifications** – All successful artists notified and installation folders created; unsuccessful applicants contacted after the contract return deadline.
- **Kick-off Collaboration** – July 28 e-introductions with Artist Teams and Window Partners reinforced this year’s theme, “*Traces: Stories of Migration*”, encouraging exploration of cultural identity and journeys in each installation.
- **Marketing Prep Initiated** – Collection of artist bios, headshots, and public-facing names for website, instructional signage, and press coverage is underway.

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NEW! Butterfly Gardens Walking Tour

Marketing efforts for the 2025 Junction Butterfly Gardens Walking Tour launched on August 4th. This included announcements on all BIA social media channels, a newsletter sent to the entire mailing list, and the installation of a 4x6 event poster in the Astral transit shelter at Keele/Dundas. We are pleased to share that the walking tour completely sold out within just a few days (**capacity: 80 attendees**). Past no-show rate can be as much as 30%. Led by PGT staff, the tour takes place Sun, Sept 14, 1-3 pm. BIA staff will attend. Board members are welcome to attend.

10:30 am MISCELLANEOUS - KIYO AND CAROL

NEW! Since the last report, five Board applications have been received. Interviews took place August 11–14 at Full Stop Coffee, with the Board Executive (3) and staff (2) in attendance. The Board Governance & Onboarding Package was updated and shared in advance for their review: [view package](#). Applicants will be invited to attend at least two board meetings. We'll share the results of scoring at the September meeting. **Ongoing.**

NEW! MP Karim Bardeesy Tour

On Aug 6, newly elected MP Karim Bardeesy and his team joined Carol for a 2.5-hour tour of the Junction. Highlights included meeting muralist Elizabeth Jackson Hall at 380 Keele, visiting The AR Laneway, other AR murals and stopping in at A&W, The Sweet Potato, UB Social, Rens Pets, Solnik & Solnik, Cornerstone and Latitude 44.

NEW! BIA Awards Display at Solnik & Solnik

Manny Solnik offered a space in his windows to display our BIA's awards. The display was installed on August 7. ([photo here](#)). Thank you, Manny!

In camera discussion re Board applicants.

Board members: please, bring your feedback to the meeting. We are expecting guests this month. 😊