

The Junction BIA - JANUARY Board Meeting

Wednesday, FEBRUARY 19, 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: **Dan** **Absent:** **Guests:**

OCTOBER Minutes - Kiyo, Chair

MTA: Maryan **Seconded:** Manny **Unanimous.**

OCT-JAN Financials - Dan, Board Treasurer/Carol

MTA: Maryan **Seconded:** Manny **Unanimous.**

9:45 am **OPERATIONS/ADMIN - KIYO AND CAROL**

New Businesses Welcomed by Staff - click here for the ongoing list and form "Welcome" letter sent to all new members, followed by a virtual meet & greet with staff. New members are added to our waiting list for Member of the Month.

Streetscaping/Maintenance

You may view the January Maintenance Reports [here](#).

Jan: There were **9 (-36%)** instances of tagging, **5 (+400%)** cases of vertical littering (posters/stickers), and **one (1)** City asset damaged (a notice board).

Dec: There were **14 (+42%)** instances of tagging and **1 (-20%)** case of vertical littering (posters/stickers).

Nov: There were **6 (-34%)** instances of tagging and **5 (+10%)** cases of vertical littering (posters/stickers).

Benches

After SURE General Contractors applied three layers of the recommended anti-graffiti coating, we noticed that the benches had a rubbery finish. We are working with SURE and Sherwin Williams to resolve the rubber/tacky issue, and we will have them refinished in the Spring. We will bring in a new company to apply graffiti coating. Additionally, the plaque on one of the benches has experienced some vandalism and was removed & left there; we are exploring solutions with the installer. Ongoing.

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

2025 Submissions - Grant Name	Opens/Closes	Request	Status
Pollinate TO (M)	Oct 21/24	\$5,000	Applied Oct 18/24
Canada Summer Jobs Grant (F)	Dec 19/24	\$10,186	Applied Dec 11/24
Cultural Festivals Funding Program (M)	Jan 23/25	<u>\$25,000</u>	Applied Dec 20/24
PENDING APPLICATIONS - TOTAL		\$40,186	

2025 Prospects - Grant Name	Opens/Closes	Request	Status
CafeTO: Curb Lane Program (M)	Jan/Feb 15	\$5,000	Application underway
Dance Projects (M/TAC)	Open/Feb 18	\$10,000	Reviewing
Multi and Inter-Arts Projects (P)	Jan 20/Mar 20	up to \$15,000	Application underway
Outdoor Mural + Street Art Program (M)	Mar 28	up to \$7,500	Application underway
Building Communities: Arts & Heritage (F)	Open/Apr 30	up to \$200,000	Reviewing
CafeTO: Stream 2 (M)	TBD/May	up to \$25,000	Reviewing
Ontario Cultural Attractions (P)	Open/May 30	tbd	Reviewing
Dance Projects (M/TAC)	Open/Aug 5	\$10,000	Reviewing
Multi and Inter-Arts Projects (P)	Jan 20/Sept 18	up to \$15,000	Ongoing
Building Communities: Arts & Heritage (F)	TBD/Oct 15	up to \$200,000	Reviewing

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10:00 am MARKETING/EVENTS - KIYO AND CAROL

Social Media Update

As of February 1, we have **19,180 Instagram**, **8,244 Facebook**, **5,520 X** (formerly Twitter), **3,198 Threads**, **2,124 LinkedIn** followers and **3,816 Mailchimp** subscribers. **Our total digital following is now 42,082.** We will continue to update this monthly.

CaféTO Business Improvement Area Pilot Program Update

The program's flexibility ensures BIAs can optimize curb lane use to meet their community's unique needs. The below-approved motion, conducted via email, was submitted to the City on January 8th, 2025;

MTA: The BIA will participate in the CaféTO BIA Curb Lane Pilot Program for the upcoming fiscal year 2025.

First: Dan Seconded: Janet Unanimous.

The CaféTO Curb Lane Program was launched by the City on January 20, 2025. All previous permit holders were notified by the City & BIA. Additionally, we have emailed all F&B members the program guidelines & timelines. We have seven (7) members interested in renewing, and we will continue to help mediate any challenges between members.

- BIA Curb Lane Plan deadline: Feb 15
- New & renewing application deadline: Feb 19
- Curb Lane Cafés begin to open: **May 17**

The CaféTO Dining District Program is tentatively set to launch in May and 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.

Taste of the Junction 2025 - [Final Report](#) - Event Expansion and Logistics Update

Following an investigation into the costs of a road closure along Dundas St. W. to accommodate event growth, it was determined that the new fees for pay-duty police and TTC diversion costs, estimated at approximately \$20,000, make this option cost-prohibitive. As such, staff does not recommend pursuing a Dundas St W. road closure for the event. The future of this event depends significantly on sponsorship and staff time.

Venue and Entertainment Options

- Sweet Potato and Clandestina are interested in managing the 2025 live entertainment. Ongoing.
- The final report was well-received by SpiceCart Living, the property manager at 51 Vine Ave. They have indicated a willingness to host the event again, provided tenants do not require the parking lot. However, this location's recently installed daycare playground limits available space, making it unsuitable for long-term event growth.

Alternative Option

Staff discussed with Michael Novalski about returning to the McMurray Ave. location in September to collaborate on Nova's live music program. We offered to manage all necessary permits and expected to bring 5,000 attendees. However, Michael also requested control over marketing materials and asked that we cover his artists' fees. Given these additional requirements, staff do not recommend proceeding with this collaboration. Instead, **a recommended new date and location have been secured.**

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Recommended Option

All potential venues were reassessed, and the **Green P lot off Pacific Ave.**, south of Dundas St. W., was identified as the ideal location for partial rental with potential for future expansion. Fifty (50) parking spots have been secured for **Saturday, August 9, 2025**, with setup scheduled for Friday, August 8. The rental rate of **\$1,725** is still being negotiated with the TPA to reduce costs. A site visit will be conducted to finalize the layout and space requirements before submitting the Rental Agreement.

Vendor Fee and Compliance Updates

- Staff recommend vendor fees from \$250 (2024) to **\$295 (2025)** to align with increased event costs.
- Strict penalties are proposed to ensure vendors arrive and set up on time.

Further updates will be provided as discussions progress. Ongoing.

Window Wonderland - deferred to next month. Final numbers to be confirmed by CJ.

[The WW24 Final Report](#) has been completed. Please review the report and bring questions to the meeting. Key highlights include a **total attendance of 48,523 (+52%)**, 33.2M media impressions (+18%), and 1.1M social media impressions (-21%).

Our targeted marketing and PR efforts included influencer partnerships with Streets of Toronto and Date Night YYZ, audio ad spots with Spotify and Indie88, and TV media spots with Breakfast Television. We also dedicated a portion of our marketing budget to targeted social media ads and boosting. Altogether, these efforts increased awareness and attendance in January. We will apply these strategies in next year's event to make WW25 more successful!

Year-over-year Comparison - Since Inception								
Event	SS18	SS19	WW20	WW21	WW22	WW23	WW24	YTD Total
Media Impressions	-	-	28,000,000 N/A	49,207,863 (+82%)	48,131,422 (-2%)	28,192,765 (-41%)	33,178,203 (+18%)	186,710,253
Opt-In Subscribers	-	-	27,384 N/A	28,445 (+4%)	30,000 (+5%)	35,773 (+19%)	42,413 (+17%)	-
Attendance	5,000	10,000 (+100%)	8,000 (-20%)	22,000 (+175%)	19,000 (-14%)	31,970 (+68%)	48,523 (+52%)	112,523
Average Spend	N/A	\$54.00	\$39.00 (-28%)	\$72.00 (+85%)	\$74.00 (+3%)	\$68.00 (-8%)	\$59.00 (-13%)	-
Economic Impact	\$280,000	\$540,000 (+92%)	\$312,000 (-42%)	\$1,584,000 (+407%)	\$1,406,000 (-11%)	\$2,173,960 (+54%)	\$2,858,896 (+32%)	\$9,154,856
Sponsorships + Grants	\$18,000	\$31,000 (+72%)	\$35,000 (+13%)	\$79,000 (+126%)	\$139,000 (+76%)	\$56,000 (-60%)	\$30,400 (-46%)	\$388,400
BIA Cost	\$37,000	\$55,000 (+49%)	\$30,000 (-45%)	\$54,000 (+80%)	\$31,772 (-41%)	\$34,000 (+7%)	\$39,550 (+16%)	\$249,550
Total Event Cost	\$55,000	\$86,000 (+56%)	\$65,000 (+24%)	\$133,000 (+105%)	\$139,000 (+5%)	\$90,000 (-35%)	\$67,567 (-25%)	\$635,567

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Award Submissions

We have submitted *The AR Laneway Project* for two prestigious awards:

1. **2025 OBIAA Achievement Awards** – Category: *Streetscaping & Public Realm Improvements* (submission completed).
2. **2025 IDA Awards** – Category: *Public Space Management & Operations* (submission in progress, deadline: March 4).

We will continue to track these submissions and provide updates as they progress.

Board Changes - Commemoration of Heather Phillips

Before the 2024 AGM, Heather announced her resignation from the Board of Management. On November 27, a [bench plaque](#) was installed at 2926 Dundas St. W, near Heather Phillips' former store, to honour her contributions to The Junction BIA. Heather approved the bench location and the plaque inscription: *"In honour of Heather Phillips for 12 years of dedicated service and leadership to The Junction BIA."* This commemorative plaque recognizes Heather's 12 years of dedicated service and leadership, leaving a lasting legacy within our community.

MTA: Acceptance of Resignation of Board Member: Heather Phillips

First: Jyhling Seconded: Janet Unanimous.

[Resignation Documentation](#) for the City. Marianne Szczuryk, our BIA Advisor, will include Heather's removal from the board in an upcoming report to the Community Council after receiving the form and following the board meeting. She will confirm when the Community Council will review and adopt the report - possibly in April 2025.

HR/Staffing Update

Haley Johnson formally resigned from her role as Operations Manager, with her last day being January 17.

Anna Bartula joined us as our new Operations Manager, effective Monday, January 20. See [resume here](#). She brings unparalleled experience, serving as Executive Director of the Parkdale Village BIA for over a decade. During her tenure, Anna excelled in managing operations, writing successful grant applications, coordinating large-scale events, and fostering strong member engagement. Her deep familiarity with the intricacies of the BIA industry, combined with her hands-on operational expertise, makes her the ideal candidate to step into this role seamlessly.