

## The Junction BIA - July Board Meeting Minutes

**Wednesday, July 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:**

[June Meeting Minutes](#) - Kiyo, Chair / Dan, Treasurer

**MTA:** Jhyling                      **Seconded:** Manny                      **Unanimous.**

[June Financials](#) - Dan, Board Treasurer/Carol

**MTA:** Jhyling                      **Seconded:** Manny                      **Unanimous.**

**9:35 am**                      **OPERATIONS/ADMIN - KIYO AND CAROL**

### **NEW! Operations Staffing Update**

In early June, after only six months, Anna formally submitted her resignation as Operations Manager. The BIA promptly launched a recruitment process to fill the role, posting a revised job description that reflects our current operational and public realm priorities. We received 63 applications and interviewed five shortlisted candidates. Following a thorough selection process, we have selected a top candidate, **Audrey Swartz**, who brings over four years of BIA experience and a strong background in event coordination, grant writing, and operations. Manny kindly reviewed her contract. Her start date is **Thursday, July 24**, ensuring a smooth transition ahead of our major summer and fall initiatives.

### **Streetscaping / Maintenance**

You may view the **June Maintenance Report** [here](#). In June, PGTE recorded **37 issues** of graffiti and vertical litter (posters and stickers), a **34% decrease** from the **56 incidents reported in May**. The downward trend is encouraging and suggests that our ongoing efforts, alongside community vigilance and regular cleanups, are having a positive impact. PGTE also responded to litter dumping and completed additional beautification tasks during the month. We'll continue to monitor closely and determine if further interventions are required.

### **Graffiti – Community-Wide Sweep**

As part of our ongoing commitment to maintaining a clean and welcoming main street, the BIA coordinated a **community-wide graffiti removal initiative** with **Goodbye Graffiti** during the week of **June 23**. This year's targeted sweep focused on **ground-level tags** across both public infrastructure and select private properties within the Junction.

In **2025**, over **45 tags** were removed across **approximately 30 locations**, including the application of an **anti-graffiti coating** to brick at a key site. The total cost came in at **just under \$4,000**. This year's initiative was **fully funded through the 2025 Operations budget** and supplemented PGTE's regular maintenance program. You can view the full proposal and documentation from the June sweep [here](#).

This initiative complemented PGTE's regular maintenance efforts and reflects our continued efforts to reduce graffiti and maintain pride in the public realm.

### **Bench Restoration & Protective Coating – July Update**

SURE Contracting has now completed the full restoration of all 34 benches and delivered the commemorative plaques to Latitude 44 as of June 21. While the original 2024 coating failed, SURE responded professionally, and the BIA has now invoiced them for the agreed-upon refund of **\$6,157 (July 8)**. Following an RFP process, **Five Star Painting** has been selected as the finalist to apply a new protective finish. Their proposal includes an oil-based product suitable for porous hardwoods, such as ipe, which avoids film-forming or silicone-based coatings. Carol and the new Operations Manager will confirm product specifications and arrange a site meeting before starting. Annual maintenance will be required and budgeted moving forward. **Ongoing.**

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### **Taste of the Junction – Cancelled / Third-Party Event Attempt**

As reported last month, Taste of the Junction 2025 was cancelled due to low member participation (10 businesses) and staffing limitations. Vendor and sponsor refunds are underway (\$3,740 collected); all supplier contracts have been cancelled. The BIA has been refunded for all expenses except a \$500 TPA fee (pending) and \$350 in non-refundable design costs.

**NEW!** Following the cancellation of Taste of the Junction, external parties expressed interest in producing a similar event independently. Staff issued a formal response, developed with the City, TABIA, and legal counsel, confirming that the Taste name, format, and materials are BIA property and cannot be shared. The BIA will not insure, consult on, or endorse third-party events. The matter was also referred to Councillor Perks' office, which reaffirmed that BIA decisions cannot be overridden and that all event organizers must follow standard permit processes. The City encouraged civic engagement while emphasizing the BIA's authority to manage its own programming.

### **NEW! CaféTO – Property Owner Objection (2877–2879 Dundas St W)**

The BIA received a formal written objection from property manager Kathy Fontana regarding the use of curb lane patios in front of 2877–2879 Dundas Street West for the 2026 CaféTO season. This affects the extended patios of **Playa Cabana Cantina and My House**, both of which were endorsed by the BIA for 2025 under our custom curb lane plan. The City has confirmed that under Chapter 19 of the Municipal Code, BIAs may support extended patios when they serve the broader business community. Our position to uphold the current 2025 installation remains unchanged. The affected businesses were notified of the objection and encouraged to consider small gestures of goodwill, such as in-kind perks or joint promotions, to maintain neighbourly communication with the property manager. **No impact on 2025 operations. Planning implications for 2026 will be considered later this year.**

### **Green P & On-Street Parking – July Update**

- CP 19 (Pacific) Permit-sale freeze remains in effect. TPA will deliver a written action plan (rental-car staging, EV-stall turnover, wait-list protocol) by Aug 30.
- CP 18 (351 Keele) City Transportation & TPA will launch a permit-holder audit mid-July; results expected Sept.
- Councillor walk-through Perks' office confirmed an on-site review of both lots on **Aug 7 with BIA, TPA, and resident/business reps (as available)**.
- Communications focus (no new signage this year) Given staffing limits, the way-finding sign request is on hold. Instead, the **September member e-blast will share the new TPA map**, peak-hour chart, and a brief "Park a Block Away" reminder highlighting under-used curb blocks.
- EV-charger pilot TPA will test a two-hour grace period (then paid parking) at CP 19's nine chargers **starting Aug 1** to cut idle time.

We will continue to monitor construction pressures, track the CP 19 action-plan delivery, and include CP 18 audit results in a Fall board package. **Ongoing.**

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

<b>2024 Grant Submissions</b>	<b>Open/Close</b>	<b>Request</b>	<b>Status</b>
Special Event Stabilization (SESI)	Closed	\$1,723	Payment received (TJ24)
<b>2025 Grant Prospects</b>	<b>Open/Close</b>	<b>Request</b>	<b>Status</b>
<b>NEW!</b> Creative Industries Funding (M)	July 28	\$10,000	Applied - decision Aug
CaféTO: Curb Lane Program (M)	Jan/Feb 15	\$5,000	Applied

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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	Approved for \$7,500
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	Applied
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
<b>TOTAL APPROVED</b>			<b>\$12,864</b>

### **NEW! Grant: Creative Industries Funding (M) – Event Sponsorship Application**

**Just announced!** We have submitted an application to the City's Creative Industries Fund under the Event Sponsorship stream to support *Window Wonderland 2025*. This program prioritizes events that showcase Toronto's **leadership in immersive technologies, foster cross-sector collaboration, and promote commercialization within the creative industries**. Window Wonderland directly aligns with these goals by merging mural art with augmented reality (AR) through our partnership with Artivive, engaging 40+ artists and animators, and attracting over 48,000 visitors annually. [Our \\$10,000 request](#) will help fund public engagement, signage, and AR infrastructure, reinforcing the Junction's role as a cultural and creative hub.

### **NEW! Grant: Outdoor Mural + Street Art Program (M) – 2978 Dundas St W (Arts Market Building)**

After months of delay and revised terms introduced six months after signing, The BIA has officially withdrawn the proposed mural from this location. The project faced ongoing pushback from the retail tenant, outstanding masonry repairs, lack of on-site water and power, and a last-minute demand for two 5x7-ft signs that would have obstructed the artwork. Following multiple unanswered follow-ups, the BIA formally requested that the City-approved mural grant be relocated to **380 Keele Street**, a prominent corner wall near Jackson Place, the entrance to the AR Laneway. The new site received full support from the business and property owner, and on June 27, the BIA submitted the site change to the City. Approval was granted on July 3. This strategic relocation allows the project to proceed on time while maintaining the original design and integrity of the work. Installation will begin immediately so the new AR mural can be completed in time to be featured as part of Window Wonderland 2025. **Status: Relocation approved. Installation starts ~July 21 - Aug 4.**

### **NEW! West Toronto Junction Heritage Conservation District (HCD) Study**

Carol Jolly has been appointed to the **Local Advisory Committee (LAC) for the West Toronto Junction HCD Study**. The LAC will support the City's study process by offering local knowledge, reviewing materials, and providing feedback on heritage priorities in the neighbourhood. Janet Di Bernardo, Vice Chair (and past Chair) of the BIA Board and owner of Latitude 44 (2900 Dundas St W), has also volunteered to participate. Her involvement will strengthen the BIA's representation and help ensure that the perspectives of small businesses and property owners are reflected in the study. The first LAC meeting will be held virtually on **Wednesday, August 13 at 5:30 PM**. Janet and Carol sent regrets due to a conflict with the Board Applicant Interview schedule Aug 12-14, 5-7 PM.

### **Cannabis Business Inclusion**

Following the Province's May 2025 decision to lift storefront visibility restrictions for cannabis retailers, we have initiated a conversation with the City to revisit the policy prohibiting their inclusion in BIA promotions and events. Our aim is to ensure all legal member businesses are treated equitably, including participation in non-promotional, community-based initiatives like Window Wonderland. City staff are currently reviewing the matter, and we will keep the board informed of any updates.

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### **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.

### **Digital Following**

Platform	Following as of June 1, 2025	Following as of July 1, 2025	Difference
Instagram	20,011	20,233	+222
Facebook	8,269	8,274	+5
X (aka Twitter)	5,388	5,346	-42
Threads	3,240	3,275	+35
LinkedIn	2,162	2,167	+5
Mailchimp	3,852	3,855	+3
<b>TOTAL FOLLOWING</b>	<b>42,922</b>	<b>43,150</b>	<b>+228</b>

### **NEW! Marketing Assistant**

([CSJ: Local Tour Guide](#)) [Will Parry](#), began his Canada Summer Jobs contract on Monday, June 30. Will's work will primarily focus on the execution of three content campaigns: *Junction Journal* (aka member features), Junction Heritage (required to align with CSJ), and business round-ups like the vintage/thrift crawl suggested by Kiyo. Additional projects include: cataloguing BIA photo assets & heritage research, and a final report of the CSJ social campaigns. **So far, 21 members have signed up for an individual content feature.**

### **Window Wonderland 2025**

We've confirmed 19 of 20 Window Partners, with TD Canada's verbal commitment pending written confirmation. Invoices outlining terms have been issued. Both artist calls are now closed. Artistic Curator, Luis Campos has selected the top 20 muralists and is finalizing the pairing of Artist Teams & WPs. To accommodate onboarding our new Operations Manager, we've shifted our Critical Path dates by a month.

### **Fundraising - Public Donations**

Our public [donations webpage](#) and [Square payment portal](#) are now live. This initiative was announced in a newsletter sent to the BIA's entire mailing list on July 8th. To align with the agreed-upon low-pressure/soft-sell approach, this newsletter presented "[5 Ways to Get Involved in the Junction](#)", including pitches for bench dedications, board recruitment, sponsorship, donations, and a shop local call to action. **So far, four residents have inquired about commemorative benches!**

### **10:30 am      ADMINISTRATION - KIYO AND CAROL**

The Junction BIA's rolling board recruitment announcement was published in a community newsletter sent to the BIA's entire mailing list on July 8th, with an **application deadline of September 10th, 2025**. **Click here to view the board recruitment webpage - confidential**. No formal vote is required, but your input and support will help shape a successful and transparent recruitment process. Interviews are scheduled for August 11-14 at Full Stop Coffee and the Board Executive and staff will attend.

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**Please, bring your feedback to the meeting!**