

The Junction BIA - June Board Meeting Minutes

Wednesday, June 18, 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:

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

MTA: Janet

Seconded: Manny

Unanimous.

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

MTA: Jyhling

Seconded: Janet

Unanimous.

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

Streetscaping/Maintenance

You may view the May Maintenance Reports [here](#). In **April**, PGTE recorded:

- **17** instances of graffiti/tagging (**+240%** from March)
- **13** cases of vertical littering (posters/stickers) (**+1200%** from March)

In **May**, the numbers continued to rise:

- **26** instances of graffiti/tagging (**+53%** increase from April)
- **20** cases of vertical littering (**+54%** increase from April)

These figures reflect a continued upward trend in both graffiti and vertical littering. We will continue to closely monitor and assess whether additional interventions are necessary to manage this activity.

NEW! Graffiti - Community-wide Sweep

As part of our continued efforts to maintain a clean and welcoming main street, we are again coordinating a community-wide graffiti removal initiative. In 2024, the program addressed over 200 tags at a cost of ~\$7,000. This year's total has decreased to ~\$4,000, thanks to a lower graffiti volume and negotiated group rates. The initiative is fully funded through the 2025 Operations budget and includes removal from public assets and select ground-level tags on private properties, where appropriate. Notably, the BIA has secured full cost recovery of **approximately \$1,800, including the anti-graffiti coating on the brick**, from the property owner at **2975 Dundas St. W.**, which represented the largest single line item in this year's sweep. While we are no longer proceeding with a mural at **2978 Dundas St. W.**, the property owner has agreed to manage the wall priming independently, following their masonry work.

Benches

SURE Contracting has begun sanding and restoring all **34 benches**, with work expected to be completed this week. To move forward with reapplying a protective coating, the BIA issued an RFP with a deadline of June 6. [After evaluating several submissions, Five Star Painting](#) was selected as the preferred contractor based on their experience with hardwood surfaces, understanding of oil-based finishes, and overall value. Carol will meet them on-site after the project is awarded. While we expect a \$6,000 refund from SURE for the failed 2024 coating, the new application is estimated at just \$3,500. Annual maintenance may be required and will be budgeted accordingly. Ongoing.

Banners

Awaiting second estimate for repairs, will add estimates here when ready. Ongoing.

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NEW! Taste of the Junction - Recommendation to cancel the event indefinitely

After months of staff outreach, operational planning, and promotional efforts, we recommend that Taste of the Junction 2025 be cancelled. Despite strong early enthusiasm from the team, registration has stalled.

As of June 17, 30 vendors have registered, but only **10 member businesses have submitted payment**:

- 9 Food & Beverage members
- 1 Service member
- 1 Retail members
- 1 third-party vendor has submitted payment

Total vendor fees collected to date: \$3,740.

The sudden resignation of our Operations Manager, limited interest from our membership, and a projected need for a dozen volunteers we cannot currently secure or manage make moving forward unrealistic. We must make this decision now to avoid incurring further costs and time.

We propose reallocating existing resources to support **Window Wonderland 2025**, a proven economic driver with 10 times the return on investment. By pressing hard with emails, DMs, and phone calls, we've secured 12 Window Partners—but we are still 8 short and one month behind in planning. **We need board members to assist in offering their windows and speaking to their neighbours.**

Window Wonderland 2025 Budget Update

Total Budget: \$70,000

Junction BIA Committed: \$40,000

Secured to Date:

- 12 Window Partners @ \$575 = \$6,900 (2 committed: Presenting Sponsor & Prize Draw)

- 8 more Window Partners are required to make 20

If the 18 windows are offered at 25% off (\$431.25), we could generate an additional **\$7,762.50**

Path Forward

If we redirect the **\$8,500 Taste budget** and successfully **transfer sponsorships** to Window Wonderland, the full budget would be met. This is the most **strategic and sustainable path forward for the BIA**, supporting a high-impact, scalable initiative that showcases our community, drives measurable results, and reflects strong support from both members and sponsors.

Submitted for Board Motion to postpone Taste of the Junction indefinitely.

MTA: Janet Seconded: Manny Unanimous.

Green P & On-Street Parking - Status Update

Parking access remains a top concern for businesses in the Junction. Since early 2025, the BIA has been actively advocating for improved conditions at CP 18 (351 Keele St) and CP 19 (Pacific Ave), both of which operate at or near capacity. Following our formal request, the Toronto Parking Authority (TPA) has paused new permit sales at CP 19 and increased enforcement to address reported misuse. They have acknowledged concerns regarding third-party car rental storage and are in ongoing discussions with the permit holder. We have now requested a formal resolution timeline. At CP 18, construction-related pressures continue, and a local business owner has submitted detailed complaints about perceived permit irregularities. We've escalated this file to the Councillor's office, asking for a formal review of permit structures and site-specific fairness at both lots. The BIA has also been invited to co-develop content promoting underused on-street parking (e.g. Indian Grove, Hook Ave). While supportive of broader mobility goals, we continue to flag the impact of reallocated spaces (Bike Share, EV chargers) on short-term access in our busiest lots. A meeting with Councillor Perks has been requested to help bring closure to this issue. Ongoing.

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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 \$5,364
Cultural Festivals Funding Program (M)	Jan 23/25	\$25,000	Declined

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	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 exp.	Not Eligible
Building Communities: Arts & Heritage (F)	TBD/Oct 15	up to \$200,000	Not Eligible
TOTAL APPROVED & RECEIVED			\$12,864

Grants: Outdoor Mural + Street Art Program – 2978 Dundas St W (Arts Market Building)

The City-approved mural grant is at risk following revised terms introduced by the property manager six months after the agreement was signed. Delays have also stemmed from ongoing pushback from the retail tenant, masonry repairs, lack of on-site water and power access, and a new request for two 5x7-ft signs that may obstruct the artwork. We're in active discussions with the property team to determine if the mural can proceed at this location or must be relocated. The City and community remain strongly supportive. Ongoing.

Grants: Canada Summer Jobs Interviews for our CSJ Marketing Assistant (also known as Local Tour Guide) have concluded ([see job description here](#)). **See Marketing below.**

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

As of June 1, we have **20,011** Instagram followers, 8,269 Facebook followers, 5,388 X (formerly Twitter) followers, 3,240 Threads followers, 2,162 LinkedIn followers, and 3,852 Mailchimp subscribers. **Our total digital following now stands at 42,922.** We will continue to update this information on a monthly basis.

NEW! Marketing Assistant (CSJ: Local Tour Guide) ([see job description here](#)). We met with six top candidates and are pleased to announce that [Will Parry](#) has been hired as our **2025 Marketing Assistant**. He brings strong experience in social media content creation, storytelling, and community engagement, with a portfolio that includes work for notable clients such as Koerner Hall, CBC Kids, and local Toronto businesses. He will support our summer marketing efforts, including digital business features. He will help us highlight local heritage and member stories throughout the neighbourhood. He will begin work on **Monday, June 30**, and the contract will conclude after 9 weeks on **August 29, 2025**.

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Window Wonderland 2025 Update

The Call for Muralists was closed on Friday, June 6th. Our **new artistic curator, Luis Campos**, has reviewed and evaluated applications and has provided a list of his top 25 candidates. *The Call for Animators* is currently live on Artivive's website. **Applications close on Friday, June 20.** Once Artivive's team evaluation is complete, we will pair the artists with Window Partners.

NEW! Sponsorships: Community Partnership Tier

We have secured our first Community Partnership with **My Neighbourhood Mechanic**, a local business located just outside the BIA boundary in the Junction Triangle area. This new sponsorship tier is a \$750 cash contribution to the BIA and provides community partners with the following benefits:

- A dedicated social media highlight on BIA channels, reaching 38,000+ followers.
- One newsletter banner ad featuring the partner's creative (600px x 200px) and a link to their website.
- Year-round logo placement on our [Sponsorships](#) webpage.

My Neighbourhood Mechanic has already paid their Community Partnership fee, and the funds will be applied to the budget for Window Wonderland 2025.

NEW! Fundraising - Public Donations

With government grants at every level and corporate sponsorship dollars all shrinking, peer organizations are already turning to modest public giving and succeeding. The [City of Toronto's DonateTO portal](#) now accepts online gifts for municipal programs; the Bloor-Yorkville BIA runs a "Donate to Small Businesses" page that channels community support directly; and the Riverside BIA couples its virtual events with neighbourhood fundraising drives. The Ontario BIA Handbook affirms that "many BIAs undertake public and private fundraising to raise funds for special events or activities." **Adding a low-key "Donate" button to our site aligns us with these accepted practices, costs virtually nothing, and provides a clear answer to residents who ask, "How can we help?"** ([Click here to see the draft of the proposed webpage.](#)) *We recommend that the Board endorse this initiative and allow staff to launch the page as a one-year pilot, with results to be reported in 2026. Ongoing.*

Motion to approve a pilot test as described above. MTA: Jyhling Seconded: Janet Unanimous.

10:00 am ADMINISTRATION - KIYO AND CAROL

NEW! Board Recruitment Plan | 2026-2029 Term - Board members, please bring your thoughts!

A draft of our *Board Recruitment Plan* is now complete and [available for review here](#). This document outlines the full timeline, outreach strategy, and sign-up process for interested candidates. **At today's board meeting, we will confirm which members intend to reapply, review the number of open positions, and identify any key skills (e.g. art, finance, legal, marketing) we hope to attract.** No formal vote is required, but your input and support will help shape a successful and transparent recruitment process.

HR - update on Anna Bartula, Operations Manager - in camera.