

# The Junction BIA - MAY Board Meeting Minutes

**Wednesday, MAY 21, 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:**

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

**MTA: Manny.**

**Seconded: Janet.**

**Unanimous.**

**April Financials - Dan, Board Treasurer/Carol - We will postpone the June meeting due to illness.**

**MTA: Seconded: Unanimous.**

**9:35 am**      **MEMBERSHIP**

## **Annual Member Survey**

An extensive Annual Member Survey was circulated in May 2024, and all three levels of government were advised of our critical issues. We recommend circulating the survey every 2 years and will begin to track changes. Ongoing.

## **Filming Moratorium**

In response to mounting concerns from Junction businesses, we contacted the City's film office to explore the possibility of a filming moratorium. While moratoriums are not applicable in commercial districts, the City acknowledged our concerns and confirmed a willingness to work more closely with us on planning, particularly regarding parking logistics and communication. We will continue to advocate for better alignment between film schedules, traffic disruptions, and business needs. A targeted member question will be issued shortly, with broader tracking incorporated into future annual member surveys. Ongoing.

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

## **Streetscaping/Maintenance**

You may view the April Maintenance Reports [here](#). In March, there were 17 **(+240%)** instances of tagging, 13 **(+1200%)** cases of vertical littering (posters/stickers).

## **311**

The 311 Customer Experience Division will be conducting research interviews to understand their processes, pain points, and opportunities for improvement for BIA's. We will be participating in the 311 Multiple Service Request Research.

## **Benches**

An inventory will explore whether vandals have tampered with or removed other plaques. We have finally heard back from the City's supplier, SURE Contracting, who have acknowledged that they will restore the benches when weather permits and they will return the [\\$6.156](#) (after HST) payment. We will issue an RFP for a local handyman to complete the work according to our specifications. Ongoing.

## **Banners**

Upon inspection, there are two (2) banners located next to each other that are damaged. One has no banner and missing hardware, the 2nd has a banner (in office) and damaged hardware. A second estimate for repairs has been requested. Ongoing.

## **Pole Wraps**

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In an effort to keep maintenance costs down, PGTE has been asked to include wiping down Pole Wraps at the beginning of the summer season as part of their regular Maintenance Proposal, with no additional cost.

### **Planter Boxes**

As part of regular scheduled PGTE services, summer florals were installed on Monday, May 12.

### **The CaféTO Curb Lane Program**

The Junction BIA is the first BIA to have CaféTO barricades dropped off, operators could begin installing their patios immediately, and serve on May 7th. Ongoing.

### **Taste of the Junction (TJ25): Venue Safety**

As event safety continues to be an area of focus for the City and BIA's, we have engaged 11 Division to assist in Safety Planning and will complete a site visit with them to review safety concerns above and beyond the security, first aid, and barricades we currently have in place for the event. Ongoing.

### **TJ25: Vendor Updates**

- Food & Beverage Vendors (Members): \$295 x 25 spaces (15 confirmed to-date)
- Retail Vendors (Members): \$295 x 5 spaces (2 confirmed to-date)
- 3rd Party (Non-Members): \$495 x 5 spaces (9 on hold)
- Sponsors/BIA: (5 spaces reserved)

### **Green P & On-Street Parking**

Following further discussions with TPA, below is a brief summary of the key points and actions discussed:

#### **On-Street Parking (Low Usage):**

- TPA can support The Junction BIA with content (e.g. newsletter copy, maps) to increase awareness.
- We're happy to share usage data and monitor trends with you.
- Contact Transportation Services about additional signage.

#### **Car Park 19 (High Occupancy & Permits):**

- New permit sales have been paused at this location.
- Enforcement efforts are increasing to ensure proper use of spaces.

#### **Third-Party Rideshare Use:**

- While permit terms are commercially confidential, we're open to engaging the rideshare company to explore moving vehicles elsewhere (though no guarantees). Ongoing.

#### **EV Chargers & Bike Share**

- TPA will continue planning installations in a data-driven way to balance local needs and broader mobility goals.

### **Transportation/ Construction Concerns**

The recent disruption to 4 blocks of Dundas from Keele to High Park, due to crane access for the development at Pacific, has highlighted continued gaps in the City's process of engaging BIAs. The drain on resources impacts our work when consultation and enough notice are not considered, jeopardizing the launch of CaféTO and the Mother's Day business for members. Thankfully, the crane operators completed all the work by 7:00 pm on Sat, May 10th. We will continue to advocate for better alignment between transportation and business needs. 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)

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<b>2025 Grant Submissions</b>	<b>Open/Close</b>	<b>Request</b>	<b>Status</b>
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>2025 Grant Prospects</b>	<b>Open/Close</b>	<b>Request</b>	<b>Status</b>
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
Building Communities: Arts & Heritage (F)	TBD/Oct 15	up to \$200,000	Not Eligible
<b>PENDING APPLICATIONS</b>	<b>TOTAL</b>	<b>\$67,686</b>	

### **Grants: Cultural Festivals Funding Program - Declined**

While Window Wonderland's economic development goals (boosting foot traffic, supporting businesses) did not harm the application, they overshadowed the cultural focus that CFFP prioritizes. Funders wanted the festival framed more clearly as a celebration of community culture and identity, not only an economic booster. The project was not rejected as a whole — it was seen as “interesting, unique, and very positive”. Recommendations were shared, and applying for next year was encouraged.

### **Grants: Outdoor Mural + Street Art Program**

The grant was approved, and we are working to revise the schedule as the City's delay in announcing the grant has pushed the launch/completion of the mural. Priming and next steps are pending discussion.

**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.

**NEW! Grants: Canada Summer Jobs** From **June 30 to August 29, 2025**, a Marketing Assistant (CSJ Title: **Local Tour Guide**) will capture and edit photo and video content that promotes local retailers, restaurants, and services. The student will also support onsite coverage of Taste of the Junction on August 9. This initiative is designed to boost small business visibility & foot traffic, celebrate the people behind our main street, and generate a bank of digital content to be shared throughout the student's employment contract and beyond. **Total cost: \$5,400** (100% covered by CSJ). The hiring and campaign plans are currently being drafted.

**10:00 am      MARKETING/EVENTS - KIYO AND CAROL**

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**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 May 1, we have 19,756 Instagram, 8,243 Facebook, 5,388 X (formerly Twitter), 3,225 Threads, 2,145 LinkedIn followers and 3,836 Mailchimp subscribers. **Our total digital following is now 42,593.** We will continue to update this monthly.

### Window Wonderland 2025 Update

Following the [April 30th staff brainstorming session](#), we propose refinements to strengthen Window Wonderland's **cultural storytelling and community impact**. Key enhancements include deepening the Junction's identity in our messaging, developing strategic partnerships with local cultural organizations, offering optional storytelling prompts to artists, reframing AR animation as a narrative layer rather than a tech feature, and improving cultural impact tracking. These changes will help position the program for stronger grant eligibility and deeper community engagement. **Board feedback on additional partner suggestions is welcome.** The *Call for Muralists* & *Call for Window Partners* have been launched, and the *Call for Animators* will go out next week with support from Artivive. Ongoing.

**Award Submissions - Note: the final portion of the April Agenda was deferred to May. See below.**

### 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 stepping down from the board, we must create a **Board Recruitment Working Group** to manage the recruitment and selection of new board members. Maryan is on sick leave until July. The Board Executive (Kiyo, Janet & Dan) should work with Carol to initiate this process in preparation for our AGM and the 2026 election year.

**Board and Carol: In camera - Member Conduct Incident – Request for Board Chair Response and Discussion. A letter from the Board Chair is forthcoming.**