

The Junction BIA - October Board Meeting Minutes

Wednesday, October 15, 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:

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

MTA: Janet Seconded: Jyhling Unanimous.

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

MTA: Jyhling Seconded: Janet Unanimous.

9:50 am **OPERATIONS/ADMIN - KIYO AND CAROL**

Main Street Meetup - January networking theme: “Window Wins” — Goal: 50 attendees.

A 75-minute, members-only mixer at My House (Mon, January **TBC**, 6:00–7:15) focused on storefront windows and simple in-store promos that increase walk-ins. Staff and board lead small groups (6–7 per table), and a volunteer scribe captures all ideas. Quick icebreaker (name + one window you admire and why), then one-minute shares of a single tactic per person. No ranking; the BIA will compile a Top 10 Ideas recap and email it within a week. First drink for the first 50 RSVPs; snacks scale to attendance; members-only.

CafeTO: 2025 Feedback and 2026 Planning

The 2025 CafeTO season has come to a close, and all patios have been removed as of October 1st. Over the course of the season, we compiled feedback, concerns and complaints from several members. To ensure the program is fair and sustainable for the business community as a whole, we will require any patios that extend beyond their own frontage to submit letters of permission from the neighbouring property owners. We provided members with a [template](#) to help them get started, and are asking them to send it to us by mid-November. As per the [CafeTO guidebook](#), “*The length of your curb lane café will be determined in partnership with your BIA*”. Therefore, we have the authority to require this step to approve the traffic plan. We anticipate that some cafes may have to be shortened due to strong opinions from their neighbours.

Streetscaping / Maintenance

You may view the **September Maintenance Report** [here](#). In September, PGTE reported **70 issues** of graffiti (25%), litter (1%), and vertical litter (posters and stickers, 73%). This is a **133% increase** from last month. Many of the issues are repeated stickers or posters that heavily blanketed the BIA. Here was some positive unsolicited feedback to our ongoing efforts, we received from one of our e-newsletter subscribers (resident):

“Offering my take on the before and after scenario of the Junction shops as a place to frequent.

Before, there were so many disgusting advertising flyers on poles that I would only come to shop on a need-to basis. It was not a pleasant experience. Now, I am greeted with flower beds in bloom, nary an ad in sight. The sidewalks are clean. Not my money, but the transformation is worth every penny you spent for change. Kudos for your forward thinking and for what you have achieved. I love to shop in the Junction.”

Bench Restoration & Protective Coating

The protective coating by Five Star Painting was completed on September 19th, following a walkthrough—see the report [here](#). The supplier of the anti-graffiti coating provided instructions for graffiti on the benches; they advised that the wipes used by PGTE should be sufficient. The coating is expected to be durable, but, per product guidance, will require re-application every two years. The next step will be to reinstall the plaques on the select benches, which a local handyperson will do.

Professional Conduct in Future Communications

In July, external communications included inappropriate personal references to staff and board members. A formal request for professional communication was issued, copied to the board and the City. A hostile reply was received, and no further response is planned.

Fire Services – Advocacy Update

The fire chief provided the following clarification on Aerial 423 that was reassigned:

“The specific apparatus move from Fire Station 423 to Fire Station 125 was a temporary, short-term move that was part of our routine staffing and apparatus management process that Toronto Fire Services diligently conducts daily. Our Operations team works to ensure that we maintain adequate fire protection across the city every day. Occasionally, this means relocating apparatus to different fire stations or reassigning crews to alternate trucks. Such adjustments are essential in maintaining operational continuity and ensuring that our service delivery remains seamless, optimal, and uninterrupted both within the ward and throughout the city.”

Green P & On-Street Parking

Per the TPA, the third-party rental/fleet customer exited CP18 (351 Keele) and CP19 (385 Pacific) on Sept 15, and we

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issued a member update on Sept 16 using TPA's Community Update language; while stall counts weren't disclosed (~30), TPA expects a noticeable improvement in daytime access. We've requested early-AM enforcement (Sept 15–30) and monthly privacy-safe reporting (hourly occupancy, EV dwell, enforcement counts, banded permit counts) and are collecting member observations to ground-truth results. The CP19 permit-sale freeze remains in place, and TPA is considering max 1-month business terms and a utilization trigger to pause business/flexible permits at high occupancy (written confirmation pending). On-street capacity continues to fluctuate with CaféTO (~31 spaces this season) and construction/film activity into early October. We'll send a short follow-up to members once the first post-Sept data arrives.

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

2025/26 Grant Prospects	Open/Close	Request	Status
Community Celebration Support Fund (M)	Open/Sept 17	\$29,978	Applied - 8/29+9/12
Outdoor Mural + Street Art Program (M)	Mar 27	up to \$7,500x2	Approved for \$15,000
Canada Summer Jobs Grant (F)	Dec 19/24	\$10,186	Approved for \$5,364
Rainbow Grants General Awards (O)	spring 2026/TBD	\$3,000	Reviewing for WW26
#GreenMyCity (O)	ongoing	TBD	Reviewing for BG26
Thriving Living Cities Microgrant (O)	March/TBD	up to \$5,000	Reviewing for BG26
Identify N' Impact Grant Program (M)	spring 2026/TBD	up to \$17,000	Reviewing for WW26
Civic Engagement for Social Change (O)	spring 2026/TBD	up to \$50,000	Reviewing for WW26
GTA Community Grants Program (O)	Jan 2026/TBD	up to \$15,000	Reviewing for WW26
CCOA - Artistic Creation (O)	Open	up to \$75,000	Reviewing for WW26
CaféTO: Curb Lane Program (M)	Jan/Feb 15	\$5,000	N/A: No FedDev Funds
CaféTO: Stream 2 (M)	TBD/May	up to \$25,000	N/A: No FedDev Funds
Ontario Cultural Attractions (P)	Open/ongoing	up to 2/3	Not applying - it is a loan
Multi and Inter-Arts Projects/OAC (P)	Mar 20	up to \$15,000	Declined - see feedback notes
Pollinate TO (M)	Oct 21/24	\$5,000	Declined - BG no longer eligible
Cultural Festivals Funding Program (M)	Jan 23/25	\$25,000	Declined
Creative Industries Funding (M)	July 28	\$10,000	Declined - feedback pending
Dance Projects (M/TAC)	Open/Aug 5	\$10,000	Did not Apply.
Special Event Stabilization (SESI)	June 16	Taste expenses	Not Eligible
Building Communities: Arts & Heritage (F)	TBD/Oct 15	up to \$200,000	Not Eligible
Arts in Communities Projects (P)	Aug 15/Oct 15	up to \$12,500	Not Eligible
Ontario Community Environment Fund (P)	Open/Sept 24	\$5,000+	Not Eligible
Grow Grant - Ontario Trillium (P)	Open/Nov 5	up to \$200k	Not Eligible
TOTAL APPROVED TO DATE			\$20,364

NEW! Grant Connect

We have subscribed to Grant Connect, which provides information on over 10,000 grants nationwide. The purpose was to explore potential new funding sources for our signature programming — **Butterfly Gardens, Taste of the Junction, and Window Wonderland** — for 2026. Using the following filters yielded 159 results:

- Cause: Environment, Arts & Culture, Community & Economic Development
- Type: Project Funding, Organizations without Charitable Status
- Headquarters: Ontario

These were reviewed individually, and the ones bolded above are the new ones to focus on for our programming. There is no option to filter “new” grants. Still, we will continue to monitor the portal over the next 3-6 months, using the above filters, to decide whether to continue the subscription or switch to an annual one. The portal also identified some potential corporate sponsors, which we will consider for Taste of the Junction.

AR Laneway Murals Restoration and Preservation, 51 Vine Ave

On **September 19 and 22**, BAM Pressure Washing primed over the heavily tagged “Thus” mural at **392 Keele Street** and removed the five deteriorating vinyl murals and old signage on Vine Avenue. Despite minor weather delays, **Curb Signs Inc. successfully installed five custom-cut, 10-foot-high ACM panels** with anti-graffiti lamination on **September 26**. The **Prince mural was relocated** to the newly primed wall at 392 Keele Street, making it clearly visible to southbound commuters. All murals are currently fully functional with the AR app.

However, during inspection, several **fabrication and installation concerns** were identified, including bubbling around screws, visible seam misalignments, exposed fasteners, and unsealed panel edges that may allow water infiltration and compromise the long-term integrity of the work. These issues are being addressed directly with Curb Signs, who have committed to returning with a lift to complete **repairs to the Diana Ross mural** (still vinyl) and to **discuss a broader corrective plan** for all five panels.

Next Steps:

- Corrective work to address fabrication and installation issues

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- Installation of new AR instructional signage
- Professional photography for marketing and promotion

The contractor has been advised that these matters must be fully resolved **before the launch of Window Wonderland on November 28**. Ongoing. [Pre-Restoration Photos](#), [Removal/Priming Photos](#), [Post-Restoration Photos](#)-1 of 2.

New 2025 Mural: Greetings From The Junction

The artist has pushed the completion of this mural to the end of October. In a very intricate, hyperrealistic design, the artist Elizabeth Jackson Hall expressed the need for more time following the various challenges and delays. The City's deadline, as per the grant, is the end of November, so that we can comply. The animator has created the animation and is awaiting the photo of the completed mural as the trigger. **Final deadline: Nov 1**. Ongoing.

10:00 am MARKETING/EVENTS - KIYO AND CAROL

New Businesses Welcomed by Staff—Click [here](#) to see an up to date list of the new members (first tab). A welcome letter is sent to all new members followed by 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.

Digital Following

Platform	Following as of September 1, 2025	Following as of October 1, 2025	Difference
Instagram Followers	20,519	20,616	+97
Facebook Followers	8,310	8,354	+44
X (aka Twitter)	5,345	5,335	-10
Threads Followers	3,332	3,348	+16
LinkedIn Followers	2,177	2,182	+5
Mailchimp Contacts	3,883	3,882	-1
TOTAL FOLLOWING	43,566	43,717	+151

Window Wonderland 2025

All window-partner payments are in. An artist and a partner changed course midstream, but we secured replacements quickly and kept the schedule on track. Windows have been assessed and cleared; pre-paint cleaning runs **Oct 8–10**. All mural designs are approved, with painting slated for **Oct 14–26** (after Thanksgiving). Animator storyboards are approved, and first-draft animations are now under internal and curator (Luis) review; drafts have also been shared with window partners for comments. To cut email back-and-forth next year, we're testing Google Approvals to streamline sign-offs.

Our event webpage (torontojunction.ca/window-wonderland-2025) is live, and all marketing collateral is finalized. Production and installation orders are placed for the Astral transit shelter poster, member poster, AR instructional window signage, and feather flags.

New for 2025

- **Theme — Migration & Cultural Storytelling:** Each artwork explores heritage, memory, and belonging.
- **Greetings from the Junction:** A new permanent AR mural at **380 Keele St** by **Elizabeth Jackson Hall**, animated by **Benjamin Mitchley**.
- **Indoor Gallery Exhibition:** A solo showcase of Elizabeth Jackson Hall's studio work at **Latitude 44 Gallery**.
- **DesignTO Partnership:** Official Community Partner Project of the **2026 DesignTO Festival**, expanding our

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reach within Toronto's premier design celebration.

Member of the Month

Our new Member of the Month format launched on all digital channels on October 1, 2025. **My House** was the first business to be featured in this new series format. The video received a positive response from our digital following and **generated 35% more social media impressions** than the last Member of the Month post in the old format. New member, **More Gelato** at 392 Pacific Ave., is scheduled to be featured in November.

10:00 am HR + AGM: CAROL

Staffing Update: Marketing Manager

Gillian Reed has completed her 12-month contract as the BIA's Marketing Manager and has chosen not to renew. Her final day will be Friday, October 24. The job posting received strong interest, with 75 applications submitted. After screening, five top candidates were interviewed on October 7 and 8. Following the interviews, the BIA selected Carrie Noble as the incoming Marketing Manager. Carrie brings over seven years of experience in digital marketing, content creation, and client campaign management, including roles with blogTO, Daily Hive, and Bake Sale Toronto. Her creative background and proven social media expertise will support the continued growth of the Junction's online presence and member engagement. An offer letter and contract were issued and signed on Friday, October 10, with a confirmed start date of Monday, October 20, allowing a one-week overlap with Gillian for training and onboarding. Carrie's resume can be viewed [here](#).

2025 AGM Presentation Draft Review - BOARD MEMBERS, please review before the meeting. Speaker notes and technical rehearsals will be finalized in November.

Motion to approve the 2025 AGM Presentation - as draft

MTA: Joel Seconded: Dan Unanimous

AGM Presentation Motions - Pre-approval:

1. **MOTION** to approve the [2024 AGM Minutes](#)
MTA: Janet Seconded: Dan Unanimous
2. **MOTION** to adopt the [2024 Audited Financial Statements](#), as presented
MTA: Dan Seconded: Kiyo Unanimous
3. **MOTION** to appoint Rafiq Dosani as the Auditor for the 2025 Financial Statements.
MTA: Janet Seconded: Dan Unanimous
4. **MOTION** to approve the 2026 Budget as presented
MTA: Dan Seconded: Kiyo Unanimous
5. **MOTION**: to adjourn the meeting
MTA: Dan Seconded: Janet Unanimous

2025 AGM Notice Draft Review

The ongoing Canada Post strike has halted prepaid mail service, so the 15-day advance notice may not be sent by mail. Following this, the BIA office has put forward an emergency motion at Council (Oct 8–10) to temporarily allow alternate notice delivery methods to be sufficient during the postal disruption, including:

- Hand delivery within BIA boundaries
- Email distribution
- Posting on BIA websites and social media
- Requesting business tenants to forward AGM notices to their landlords/property owners

Our AGM is scheduled for Wednesday, November 19th; therefore, our deadlines are: Submit notice to the BIA office by **October 22nd and distribute by October 29th**. We won't know at this time whether the postal service will resume by these dates; however, the draft shared above includes a statement from the BIA office in the event the strike continues.

Motion to approve the 2026 AGM Notice - Budget Summary on the reverse side.

MTA: Joel Seconded: Dan Unanimous

2026 City Operating Budget

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The approved budget has been finalized and sent to the BIA Office on October 2nd for review by Finance.

Motion to go in camera.

MTA: Dan

Seconded: Janet

Unanimous

End of document.