

# The Junction BIA - September Board Meeting Minutes

**Wednesday, September 17, 2025, at 9:30 am**

**Meeting virtually by phone:**

**(CA) +1 604-774-8093 PIN: 515 725 485#**

**THE AUGUST MEETING WAS POSTPONED DUE TO LACK OF QUORUM - Sept/Oct/Nov attendance required.**

**9:30 am CALL TO ORDER** - Kiyo Elliott-Armstrong, Board Chairperson

*Declaration of Conflict of Interest/Attendance/Quorum (3)*

**Regrets:** **Absent:** Maryan **Guests:** Rafiq Dosani, Auditor

**Board Applicants:** Megan Munro, Michele Reynolds, Paula Nevin, Judith Santos, and Joel Sartorelli.

## **Annual Audit 2024 - Guest speaker, Rafiq Dosani, our 2024 Auditor**

A draft review with Rafiq- joining the meeting at 9:30 AM. See the folder containing 2024 Audit documents [HERE](#).

**MTA:** Dan **Seconded:** Manny **Unanimous.**

## **July Meeting Minutes** - Kiyo, Chair

**MTA:** Manny **Seconded:** Dan **Unanimous.**

## **August Financials** - Dan, Board Treasurer/Carol

**MTA:** Manny **Seconded:** Janet **Unanimous.**

## **9:50 am OPERATIONS/ADMIN - KIIYO AND CAROL**

### **Member Outreach – July & August 2025 - [See initial report here](#)**

In July and August, **101 in-person member visits** were completed to introduce Audrey, the new Operations Manager, and share updates on Taste of the Junction 2026 (TJ26) and Window Wonderland 2025 (WW25). The majority of interactions (**76%**) **were positive or neutral**, with members expressing appreciation for direct engagement, satisfaction with public-realm improvements such as murals, and interest in upcoming opportunities. Only **6.9% of visits raised BIA-responsibility concerns**, primarily related to perceptions of **CaféTO patios, parking availability, vendor mix at events, and, for a small number of members, WW25 participation fees**. These results provide a clear baseline to track year-over-year changes in member sentiment. Members also offered constructive suggestions for programming, including initiatives to highlight long-standing businesses and enhance seasonal communications.

### **NEW! Member Program - “Main Street Meetup” - 2026 Budget Impact**

In January, we plan to launch a new, casual, quarterly mixer that will give members the opportunity to meet their neighbours and connect directly with the BIA board and staff in an informal setting (cash bar). Each meetup could include a short, high-value presentation from a small business consultant, offering practical, actionable advice tailored to our members' needs. **For the inaugural session, we are seeking a dynamic speaker with hands-on retail experience who can share tips, visuals, and examples on how to design storefront windows and interiors to maximize customer appeal. Does anyone have a contact to share? We've reached out to the private BIA Staff FB Group but no response.** The series is intended to foster stronger member-to-member connections, encourage open dialogue with the BIA, and provide real-world business strategies members can put into practice immediately. **Feedback from the Board? Collaborative brainstorming took place. 2026 Budget to include \$3K for 4 events/year (\$750 each).**

### **Streetscaping / Maintenance**

You may view the **July Maintenance Report** [here](#), and the **August Maintenance Report** [here](#). In July, PGTE recorded **68 issues** of graffiti and vertical litter (posters and stickers), an **84% increase** from the **37 incidents reported in June**. In August, PGTE reported **30 issues** of graffiti and vertical litter (posters and stickers), the majority of which being the latter.. While the trend had gone upward in July it seems to have returned to the previous amount, the team will continue to monitor closely and determine if further interventions are required. There were some trees that required trimming which was out of scope for PGTE and were reported to 311, but PGTE went about trimming them in August. One concrete planter was hit by a car in early August and reported to PGTE as well as 311 - PGTE installed a piece of wood to prevent any soil erosion while we wait for the replacement of the planter by the City which is slated for mid-to-late September.

### **Water Shut off Keele to Pacific**

On September 9th it was viewed through social media that there was a [notice](#) circulated to businesses that the water would be shut off that morning from 8am - 12pm. The office did not receive advanced notification prior to the physical notice being delivered which is typically communicated by the City. We informed both the Contractor and the Toronto Water contact as per the notice of the missed communication and requested to be provided advance notice in the future.

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They confirmed the notice was delivered to businesses on Friday, September 5th although the time was not shared.

## **Perennial Planter Pilot Project (2023-25) - [Conclusion](#)**

After three seasons, the Perennial Planters Pilot Project along Heintzman Street has come to a natural close. The goal was to test the visual and ecological impact of native Ontario pollinator plants in public planters. While the pilot successfully supported biodiversity and offered valuable insights, by 2025, the planters no longer met the Junction's aesthetic standards for seasonal displays.

Following discussions with PGTE, we've agreed to discontinue the pilot. This fall, the remaining perennial plants will be transplanted into the BIA's 22 Butterfly Gardens, where they can continue to thrive and support pollinators across the neighbourhood.

Beginning in 2026, the eight Heintzman planters will be folded into the BIA's regular seasonal landscaping program, receiving coordinated summer and winter plantings like the rest of our streetscape assets. We are grateful to PGTE for their care and support of this endeavour.

## **Bench Restoration & Protective Coating**

SURE Contracting's 2024 anti-graffiti coating work on all 34 benches has been fully refunded at \$5,449. Following the RFP process, **Five Star Painting** was awarded the contract at a cost of \$5,310, resulting in a net savings of \$139 + HST. Five Star Painting conducted on-site testing at the No Frills bench and, after review by Carol and Audrey, proceeded with a double coat of Nanotech Anti-Graffiti Coating (Austin, TX). Work began September 8, 2025. Once the coating is cured, commemorative plaques will be reinstalled. A report from PGTE noted graffiti on a small number of benches requiring sanding, along with some previous coating residue, is being addressed by Five Star. The coating is expected to be durable but, per product guidance, will require re-application every two years. **A new RFP will be issued in 2027.**

## **Taste of the Junction 2025**

The event remains cancelled due to low member participation and staffing limitations. Former sponsors are proceeding with two independent events; *The Junction: Dry No More* in September and *Wine & Wrap* in December. The BIA has confirmed non-involvement but will provide standard marketing support for approved third-party events, in line with established parameters, to prevent member confusion.

## **Taste of the Junction 2026 – Planning Update**

We have submitted a \$29,978 request to the City's Community Celebration Support Fund for *Taste of the Junction 2026: A Creative Crossroads of Culture & Community*. Scheduled for Saturday, June 27, 2026, in the Green P lot at 385 Pacific Avenue, this special edition will coincide with Toronto's FIFA World Cup hosting while highlighting the Junction's art-centric identity. The event will bring together more than 35 vendors, a new augmented reality mural at 380 Keele Street, and *Passageways*, a series of interactive cultural displays inspired by five of the largest cultural and ethnic communities in the Junction, representing over half of Toronto's residents. Participation from Corpus Dance Project is also being explored. To date, 22 members have confirmed and six non-profit organizations have taken FREE booths, for a total of 28 registrants. Projected vendor revenue is \$8,350, based on member, non-member, and food truck participation. With only one CCSF project awarded per ward, this is a competitive application, and final submission materials are available [\[here\]](#). Board members may contact Carol directly with any questions.

## **Fire Services – Advocacy Update**

On September 9, The Junction BIA and Junction Residents Association jointly submitted a letter to Councillor Gord Perks regarding the reduction of fire services at Station 423. Our concern followed the September 8 two-alarm fire at 100 High Park Avenue, where it appeared only one truck responded from our local hall. The letter emphasized the importance of reinstating Aerial 423, the 105-foot aerial ladder truck recently reassigned, which is critical for our neighbourhood's high-rise apartments, older building stock, and mixed-use main street. On September 11, Councillor Perks' office acknowledged our letter and confirmed that the matter has been referred directly to the District Fire Chief for review. His office has committed to updating us as soon as more information is available. **Next Steps: Audrey will follow up with the Councillor's office in 2–3 business days and report back once clarification from Toronto Fire Services is received.**

## **Green P & On-Street Parking — Jul–Sept Update**

- **BIG NEWS:** Lobbying since January has paid off! On our Sept 4 call, **TPA confirmed the third-party rental/**

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carshare operation will end monthly permits at CP18 (351 Keele) and CP19 (385 Pacific) effective Sept 15, 2025. TPA did **not** disclose the company name or stall counts; **written notice is pending**. Member announcement is drafted and will go out once TPA's written confirmation arrives. We've requested **early-AM enforcement (Sept 15–30)** and **monthly privacy-safe reporting** (hourly occupancy, EV dwell, enforcement counts; **banded** permit counts). *Internal note:* expected outcome is **more daytime availability**; do not publish numbers until TPA approves wording but, based on member feedback that parking is their #1 concern, this is a WIN for us all!

- **Utilization snapshot (TPA): CP19: 67 stalls, 119% peak; CP18: 72 stalls, 96% peak.** Nearby curb blocks run **16–71%** (midday/PM under-used).
- **Policy levers (under discussion):** CP19 permit-sale freeze continues through year-end. TPA considering **max 1-month business terms** and a **90–95% utilization trigger** to suspend business/flexible permits (not yet confirmed in writing). **CP18 audit** launched mid-July; TPA won't release counts; enforcement reports **no over-use; results expected September**.
- **Context:** On-street figures don't reflect **CaféTO (31 curb spaces this season)** or construction; August street demand rose with filming/construction. **CP80** had a **partial closure Aug 11–12**; scaffolding impacts continue into **early Oct**.
- **Comms:** TPA provided a **1-page public summary (Aug 8)** for our September e-blast/socials. We'll release the **CP18/CP19** update upon **TPA's written notice**.

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

<b>2025 Grant Prospects</b>	<b>Open/Close</b>	<b>Request</b>	<b>Status</b>
<b>Creative Industries Funding (M)</b>	<b>July 28</b>	<b>\$10,000</b>	<b>Applied - followed up Sept 2, 11</b>
CaféTO: Curb Lane Program (M)	Jan/Feb 15	\$5,000	N/A: No FedDev Funds
Multi and Inter-Arts Projects/OAC (P)	Mar 20	up to \$15,000	<b>Declined</b>
<b>Outdoor Mural + Street Art Program (M)</b>	<b>Mar 27</b>	<b>up to \$7,500x2</b>	<b>Approved for \$15,000</b>
Building Communities: Arts & Heritage (F)	Open/Apr 30	up to \$200,000	<b>Not Eligible</b>
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	<b>Did not Apply</b>
Multi and Inter-Arts Projects (P)	Sept 18	up to \$15,000	<b>Not Eligible</b>
Special Event Stabilization (SESI)	June 16	Taste expenses	<b>Not Eligible</b>
Building Communities: Arts & Heritage (F)	TBD/Oct 15	up to \$200,000	<b>Not Eligible</b>
Pollinate TO (M)	Oct 21/24	\$5,000	<b>Declined</b>
Canada Summer Jobs Grant (F)	Dec 19/24	\$10,186	<b>Approved for \$5,364</b>
Cultural Festivals Funding Program (M)	Jan 23/25	\$25,000	<b>Declined</b>
Arts in Communities Projects (P)	Aug 15/Oct 15	up to \$12,500	Reviewing
Ontario Community Environment Fund (P)	Open/Sept 24	\$5,000+	<b>Not Eligible</b>
<b>Community Celebration Support Fund (M)</b>	<b>Open/Sept 17</b>	<b>\$29,978</b>	<b>Applied - submitted 8/29+9/12</b>
Grow Grant - Ontario Trillium (P)	Open/Nov 5	up to \$200k	Reviewing
<b>TOTAL APPROVED TO DATE</b>			<b>\$20,364</b>

## Grant 2 – AR Laneway Restoration and Preservation, 51 Vine Ave \$7,500

We have secured a second City of Toronto *Outdoor Mural & Street Art Program* grant to preserve five AR murals along Jackson Place in partnership with SpiceCart Living and Curb Signs. **The works will be reprinted on custom-cut 10-foot high ACM panels with anti-graffiti lamination, extending their lifespan to 8+ years and protecting our investment in the AR experience.** As part of the project, we'll prime a tagged wall at the west Keele entrance to the AR Laneway and mount one restored image there (Prince), creating a pathway to the other four pieces and our standout 2024 feature, *Diana Ross*. All animations will be live for *Window Wonderland 2025*.

Status: Grant approved; site meeting Aug 6; prep/installation September 19-26 2025. Ongoing.

**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. More news on this program below.

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### Digital Following

Platform	Following as of July 1, 2025	Following as of September 1, 2025	Difference
Instagram	20,233	20,519	+286
Facebook	8,274	8,310	+36
X (aka Twitter)	5,346	5,345	-1
Threads	3,275	3,332	+57
LinkedIn	2,167	2,177	+10
Mailchimp	3,855	3,883	+28
<b>TOTAL FOLLOWING</b>	<b>43,150</b>	<b>43,566</b>	<b>+416</b>

### Marketing Assistant - Canada Summer Jobs

Our summer marketing assistant (aka [CSJ: Local Tour Guide](#)), [Will Parry](#)'s contract ended on August 29th. The *Junction Journal* social media campaign, which features individual member businesses, has received an incredibly positive response from members and the BIA's social media following. Will created a total **20 Junction Journal videos, plus 3 videos focusing on different aspects of the Junction's history and architecture** per the original grant submission. All remaining videos will be published to all BIA social accounts by the end of September. A final analytics report for the campaign will be generated for October. We plan to reapply for the CSJ grant in 2026 to support this program's continuation. Ongoing.

Due to the overwhelmingly positive response to the *Junction Journal* campaign, the **Member of the Month program will be updated to include a short-form video in the same engaging style, paired with a written Q&A profile published to the BIA's website and mailing list.** This enhanced format will better showcase members, increase audience engagement, and build on proven content success. Under the new approach, James Watson will continue as the program's writer, gathering and preparing Q&A responses, while Will Parry will produce the accompanying video features. Both will work under the supervision of the Marketing Manager, with each receiving \$150/month for 7.5 hrs work. This plan allows us to retain James' valuable contributions, maintain consistent quality, retain Will beyond his August 29 contract end date, and offer his expanded services directly to members.

### Window Wonderland 2025

- **Presenting Sponsor Confirmed** – MEDS Junction Pharmacy has returned as the Presenting Sponsor for WW25. Many thanks to Dan for his continued support! We'll be painting the window of his new shop, scheduled to open in October, in The Pacific.
- **Event Sponsor Confirmed** - AT the Dentist confirmed to be an event sponsor for WW25 (\$3k)
- **Window Partner Agreements & Invoicing** – All 20 Window Partner agreements issued and invoiced by mid-July at the BIA subsidized amount of **\$295**.
- **Artist Team Formation** – Artist Curator, Luis Campos, matched muralists and animators based on complementary styles. He then paired each Artist Team with a Window Partner, prioritizing sponsor and returning partner requests.
- **Artist Notifications** – All successful artists notified and installation folders created; unsuccessful applicants contacted after the contract return deadline.
- **Kick-off Collaboration** – July 28 e-introductions with Artist Teams and Window Partners reinforced this year's theme, "*Traces: Stories of Migration*", encouraging exploration of cultural identity and journeys in each installation.
- **Marketing Prep Initiated** – Collection of artist bios, headshots, and public-facing names for website, instructional signage, and press coverage is underway.
- **Meetings** - We had our Welcome Meeting and Artivive Workshop on August 25th. By this time artists had met with their window partners and submitted their concept sketches. August 28, 29, Sept 2, 3 and 5 we hosted focus group meetings with the artists, window partner and artistic curator for feedback on any major changes. Animators currently

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working on storyboards and muralists finalizing their design.

## **Butterfly Gardens Walking Tour**

Marketing efforts for the 2025 Junction Butterfly Gardens Walking Tour launched on August 4th. This included announcements on all BIA social media channels, a newsletter sent to the entire mailing list, and the installation of a 4x6 event poster in the Astral transit shelter at Keele/Dundas. We are pleased to share that the walking tour completely sold out within just a few days (**capacity: 80 attendees**). Past no-show rate can be as much as 30%. Led by PGT staff, the tour takes place **Sun, Sept 14, 1-3 pm**. BIA staff will attend. **Board members are welcome to join us!**

**10:30 am MISCELLANEOUS - KIYO AND CAROL**

## **MP Karim Bardeesy Tour**

On Aug 6, newly elected MP Karim Bardeesy and his team joined Carol for a 2.5-hour tour of the Junction. Highlights included meeting muralist Elizabeth Jackson Hall at 380 Keele, visiting The AR Laneway, other AR murals and stopping in at A&W, The Sweet Potato, UB Social, Rens Pets, Solnik & Solnik, Cornerstone and Latitude 44.

## **BIA Awards Display at Solnik & Solnik**

Manny Solnik offered a space in his windows to display our BIA's awards. The display was installed on August 7. ([photo here](#)). Thank you, Manny!

**IN CAMERA** Guests will be asked to leave the meeting. Motion to approve the board going **IN CAMERA**.

**MTA: Janet Seconded: Dan Unanimous.**

Since the last report, five Board applications have been received. We currently have one board seat available with another open in January. Interviews took place August 11–14 at Full Stop Coffee, with the Board Executive (3) and staff (2) in attendance. The Board Governance & Onboarding Package was updated and shared in advance for their review: [view package](#). Applicants have been invited to attend at least two board meetings. **Board discussion.**

**OUT OF CAMERA:** Motion to approve Joel Sartorelli as a new board member - going forward to Council in October.

**MTA: Manny Seconded: Janet Unanimous**

## **[2026 City Operating Budget Review - Draft](#)**

It will need to be sent to the City for review before circulation in the AGM invitation is sent in October.

**Motion to approve the 2026 Operating Budget with a 3% Levy increase.**

**October.**

**MTA: Manny Seconded: Dan Unanimous**

End of document.