

THE JUNCTION BIA
April Board Meeting - [Join with Google Meet](#)
virtually by phone: (CA)+1 226-315-3262 PIN: 796 104 457#

APRIL 15, 2026 BOARD MINUTES + STAFF REPORT

9:30 AM | CALL TO ORDER – Dan Yurchuk, Board Chair

Declaration of Conflict of Interest / Attendance / Quorum (4)

Regrets: **Absent:** Jyhling **Guests:**

[March Meeting Minutes](#) – Dan (Chair)

MTA: Janet Seconded: Joel Unanimous.

[March Financials](#) – Dan/Joel (Treasurers)

MTA: Manny Seconded: Maryan Unanimous.

ADMINISTRATION:

WINDOWS WORK 2026 – Sheridan College Pilot

Our three Sheridan students began their placements on April 6th and have been connected with our 10 participating businesses. They are scheduling their initial meeting to discuss their challenges and goals, and to brainstorm ideas for their windows and storefronts. They will create mood boards and virtual mockups or renderings for each business with **placements running to April 24**. Ongoing.

OPERATIONS:

CafeTO: 2026 Planning

New applications have been reviewed with CafeTO staff and Transportation Services to determine feasibility and patio size. On the south side of Dundas from Keele to Mavety, significant adjustments were required to accommodate four patios while retaining at least one parking space. Only one application, Rosario's, was declined due to safety concerns related to its location at a signalized three-way intersection. CafeTO has begun invoicing applicants, and traffic plans are expected shortly. Safety equipment installation is scheduled to begin in late April. As the installation will proceed from east to west across the city, we expect our cafes to be installed in May.

Streetscaping / Maintenance – March report [HERE](#).

Issue volume increased in March, as expected, with warmer weather and higher foot traffic. Reported issues included 7 graffiti tagging incidents (+133%), 3 litter removals, and 10 vertical poster removals (+233%). We will continue monitoring trends and adjust response plans as needed in Q2 2026. Winter planter greenery has been removed, and planters are being prepared for summer plantings in May.

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Cigarette Receptacles – Installation Planned

A colourful alert sticker has been designed for the upgraded receptacles, and installation is being coordinated with PGTE for this month.

Minor Asset Repairs

We have invoiced Old Stonehenge for damage to three banners and related hardware near the Dundas/Pacific construction zone. Classic Displays has completed repairs to those banners, along with two additional banner repairs east of Keele. Last week, we also hired a contractor to paint approximately 40 gaps in pole vinyl. Power washing has been deferred for now.

The bench repair and reinstallation near Full Stop were completed in late March. Repair work on the bench near Pizza Cantina is ongoing because the contractor identified an additional part that must be ordered. The manufacturer is arranging the order and has agreed to waive shipping fees. We are currently awaiting a quote. In the meantime, the bench remains in service.

Once the snow melted, PGTE conducted a full planter audit and identified 20 damaged planters, likely caused by snow compaction in the furnishing zone. Each year, we typically lose several planters over winter, and a contingency has been set aside for 12 replacements. We will review whether those with minor damage can remain in use this season.

Lastly, Curb Signs attended the Diana Ross mural site last week to assess required repairs. They plan to return with a lift to reattach the sections that are lifting once weather conditions improve.

Grant Prospects 2026

Legend: (M) Municipal, (P) Provincial, (F) Federal, (O) Other

We have applied for three grants and are awaiting a decision for Window Wonderland 2026. We will continue to research grants that fit within our project scope. We are currently working on three grants to be submitted this month. Only those we have applied for are listed below after the application deadline.

1. [Community Celebration Support Fund \(M\)](#)
Open/Sept 17 | Request: \$29,978 | **Approved: \$26,980**
2. [#GreenMyCity \(O\)](#)
Ongoing | Request: \$3,695 | **Declined**
3. [Cultural Festivals Funding Program \(M\)](#)
Closed/Feb 3 | Request: **\$25,000** | **Applied**
4. [Visual and Media Arts Projects \(O\)](#)
Closed/ Jan 28 | Request: **\$15,000** | **Applied**

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5. [Multi and Inter-Arts Projects](#)

Closed/ Mar 5 | Request: \$15,000 | Applied

TOTAL APPROVED TO DATE: \$26,980 (+\$55,000 outstanding TBC)

Dining District Grant – Stream 1

Staff have prepared an application to the City’s **Dining District Program – Stream 1**, which provides up to \$5,000 in matching funding for practical, ready-to-implement projects that support outdoor dining, public realm enhancements, and main street vibrancy. The proposed Junction submission focuses on CaféTO patio-season enhancements tied to our Butterfly Gardens/pollinator corridor, with the application reframed to better align with the program’s emphasis on supporting restaurants, cafés, and outdoor dining. The application is due April 22. As required by the program, **the Board must formally approve submission of the grant application and confirm its support for any required cost-sharing contribution and related financial and reporting obligations.**

Board Resolution – Dining District Grant, Stream 1

*That the Board of Management of The Junction BIA approve the submission of an application to the City of Toronto’s **Dining District Program – Stream 1** and confirm the BIA’s support for the required cost-sharing contribution, together with any associated financial and reporting obligations, should the application be approved.*

MTA: Janet Seconded: Joel Carried unanimously.

MARKETING / EVENTS:

New Businesses Welcomed by Staff

[Click here to see the up-to-date list of new members \(use the first tab\).](#)

Digital Following

Platform	As of Mar 1, 2026	As of Apr 1, 2026	Difference
Instagram	21,221	21,427	+206
Facebook	8,449	8,450	+1
X (Twitter)	5,291	5,285	-6
Threads	3,393	3,402	+9
LinkedIn	2,201	2,204	+3
Mailchimp	4,158	4,166	+8
TOTAL	44,713	44,934	+221

Ramble Tours & Experiences is a London, UK/Toronto-based company that curates high-end, private experiences for five-star hotel concierges and luxury travel advisors. Their model focuses on introducing key influencers in the visitor economy to distinctive

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neighbourhood offerings through curated, in-person experiences. Tonight, on Wed, April 15, we will partner with Ramble to host a small-scale **Concierge Showcase**, positioning the Junction as a destination for high-value visitors and strengthening relationships with those who directly influence where guests spend their time and money in Toronto. Approximately 10 of the city's top concierges will attend, visiting **Latitude 44 Gallery, My House, and NODO Junction**.

TASTE OF THE JUNCTION 2026

Planning for the event continues, with Hypitch leading logistics and vendor procurement, while BIA staff oversee marketing, sponsorship coordination, and the Passageways component.

Vendors

To date, 18 BIA members have secured subsidized booths at \$150, including tenting. The event will also feature 3 shared community booths (2 groups per tent) and 5 Passageways booths. Hypitch is coordinating approximately 21 external vendors to complement the member booths and help create a well-rounded, diverse, and engaging public market experience. A family-friendly Play Zone is also being planned for the No Frills lot, featuring a large inflatable and a soccer pitch.

Sponsorships/Programming

We have secured **\$20,000 in cash sponsorship** from 4 partners: Govan Brown, Sidorova Inwood, The Diamond, and TD Bank (Apr 8), as well as in-kind support from No Frills. Sidorova Inwood will bring a bouncy castle as part of its activation, and we are also in discussions with Jack of Sports regarding an inflatable soccer pitch. Two face painters and a stilt walker/juggler have been procured to provide additional free programming. The event is now live on **Destination Toronto's event calendar**, helping build broader awareness during Toronto's FIFA World Cup summer.

Passageways

The proposal deadline was extended to April 3, and we received 32 submissions representing the following cultural themes: British (9), Black (7), South Asian (6), Chinese (7), and Portuguese (3). Each applicant has received initial feedback and was given the opportunity to resubmit with revisions or additional information.

On April 10, submissions were circulated to the juror panel for confidential scoring on a simple 1-to-5 numeric scale, with no written comments. Scores are due April 20. Applicants can expect to hear the results, including whether their proposal was accepted, during the week of April 27. Following this, staff will work directly with the selected artists to review feasibility, fabrication, and safety requirements once the tent supplier's review is complete.

Advocacy/Lobbying

On April 2, we sent a formal letter to Councillor Gord Perks, copied to Economic Development & Culture and TABIA, outlining concerns about the **absence of a clear, coordinated City-led**

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promotional strategy for neighbourhood activations funded through the **Community Celebration Support Fund (CCSF)** during Toronto's FIFA World Cup 2026 summer.

While recipients have been expected to meet significant communications requirements, the guidance provided after funding approval has so far been limited to calendar listings, a webpage, and sample social media language. **In our view, this falls short of the level of promotion needed to meaningfully support participating neighbourhoods or help direct visitors beyond the downtown core**, which was a key intent of the program.

The BIA has asked the City to clarify **what concrete measures will be taken to promote CCSF-funded activations** to local, regional, and international audiences. This includes whether any earned media, paid media, wayfinding, or visitor-routing strategy is planned, and whether any returned or unallocated CCSF funds could be redirected to support **additional marketing for neighbourhood activations that are already in motion**. Ongoing.

WINDOW WONDERLAND 2026

The Window Wonderland 2025/26 Final Report has been circulated to the full membership, sharing program results, key insights, and next steps. Sponsor/Partner recruitment for the 2026/27 season is now underway, and the Window Partner sign-up form has been distributed. To date, 4 window partners (members) have registered, and 32 additional leads have been identified through surveys and direct outreach for follow-up.

This year's curatorial theme, ***Movement and Glimmers***, has been established to support artist outreach and shape the overall direction of the exhibition. The theme responds to growing public interest in health, wellness, and meaningful shared experiences, while offering an uplifting framework centred on motion, light, hope, and small moments of joy. It is intended to feel timely, accessible, and engaging, while encouraging artwork that inspires people to get outside, explore the neighbourhood, and connect with the Junction during the winter months.

Luis Campos has been confirmed as our returning Artistic Curator for the 2026/27 season. Building on last year's experience, internal processes are being streamlined to reduce administrative load, clarify roles, and improve overall delivery efficiency.

Artive fees have been secured for the upcoming season, including the addition of WebAR at an added cost of \$800 USD. **WebAR allows visitors to access augmented reality experiences directly in a web browser, without downloading an app**, which may help reduce barriers to participation and improve engagement. We also plan to test WebAR through Taste of the Junction (posters are animated!) and the new Greetings from the Junction mural, to better understand visitor uptake before broader implementation.

A Toronto supplier has been identified for **touchscreen gloves**, and staff are budgeting for a small branded giveaway pilot to support AR access in cold weather. As the sponsorship opportunity did not materialize beyond a modest discount, this item will proceed only if funding allows and may be removed in the event of a shortfall.

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Finally, **\$3,000** in sponsorship has been secured from **Bergmanis Preyra LLP**, along with **an AR mural at \$1,950** for the *Greetings to the Junction* mural on Keele St. Additional sponsor conversations are ongoing.

BOARD CHANGES

Welcome, Judith, who officially joined the board as of April 1st, as recorded in the Toronto East York Community Council motion [Minutes](#). We are grateful for your continued support.

Note: Have you received and completed the City's Board Orientation training provided by Marianne?