

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

FEBRUARY 4, 2026 BOARD MINUTES + STAFF REPORT

9:36 AM | CALL TO ORDER – Dan Yurchuk, Board Chair

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

Regrets: Jyhling Lee

Absent: Maryan

Guests: Judith Santos, incoming board member

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

MTA: Janet Seconded: Joel Unanimous.

[December Financials](#) – Dan (temporary Treasurer)

MTA: Joel Seconded: Manny Unanimous.

ADMINISTRATION:

MAIN STREET MEETUP – “WINDOW WINS” (Postponed)

Our first members-only networking mixer at My House Lounge (2882 Dundas St. W.), focused on practical window and in-store “wins,” had been postponed to **Monday, March 30**, 7:00–9:00 PM to allow time to build participation. As shared in the January 7 Member News, this is a new date with a fresh RSVP list. **We will proceed only if we reach 30 member RSVPs.** Based on needed a minimum of 20 to move forward, if we do not hit the threshold, we will cancel this round and revisit the format. Staff will continue to pursue registrations until March 1.

Board ask: Please RSVP and encourage 2–3 member businesses to do the same to help hit the 30-member threshold. [RSVP link HERE](#). [Current Registrations HERE](#).

WINDOWS WORK 2026 – Sheridan College Pilot (EOI Open)

We’ve launched an Expression of Interest for Windows Work 2026, a free pilot that matches select Junction businesses with Sheridan College Interior Decorating and Interior Design students to develop realistic spring window concepts and practical tips to attract walk-ins. Pairings will be confirmed after the deadline. Work will run from February to March if uptake is sufficient. So far, 8 businesses have expressed interest. Sheridan is now working on student procurement.

Board ask: Please share the EOI with member businesses who could benefit and consider registering your storefront to help validate the pilot.

[EOI link HERE \(Deadline Feb 10\)](#). [Current Registrations HERE](#).

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OPERATIONS:

CafeTO: 2026 Planning

The 2026 applicant portal opened on January 7, and we anticipate 10 of the 13 participants from last year will reapply. Two are unsure, and three new restaurants have expressed interest. We are requesting updated landlord/owner letters for patios that extend beyond the frontage and for any sites that need to reduce or adjust their footprints where required. Deadline for operators to renew/apply is February 11th. Ongoing.

Streetscaping / Maintenance - [December report HERE](#).

Issue volume declined in November and December. However, **vertical litter (posters/stickers)** remains the top concern, especially in December when it accounted for 70% of all incidents.

Month	Total	Graffiti	Litter	Posters/Stickers	Planter Maint.
Oct	42	33% (14)	5% (2)	62% (26)	–
Nov	13	38% (5)	8% (1)	31% (4)	23% (3)
Dec	17	18% (3)	6% (1)	70% (12)	–

We will continue monitoring trends and adjust response plans as needed in Q1 2026. It's also worth noting that our benches have been seeing graffiti tags, and they are being promptly removed by PGTE, demonstrating that the anti-graffiti coating is working well and was a sound investment. January data is not yet available; it will be reported in the March meeting.

Bench Restoration & Protective Coating

The commemorative plaques have been reinstalled on the benches using both glue and security screws to prevent tampering. One new bench plaque is pending installation while the inscription wording is finalized. We would like to acknowledge Kiyō's years of service. Staff will confirm the final bench location. Proposed inscription (like Heather's): *"In honour of Kiyō Elliott-Armstrong, for 8 years of dedicated service and leadership to The Junction BIA"*. Ongoing.

Cigarette Receptacles – Product Issue Resolved

After repeated issues with the lids detaching from the previously purchased cigarette receptacle model, the BIA filed a formal complaint with Global Industrial. We successfully negotiated a full credit of \$1,192.88, the total cost of all nine units purchased to date. Since then, we've been working directly with Global Industrial's Canadian sales director to identify a more durable, tamper-resistant model suitable for four-season, high-traffic street use. A new prototype was tested for 6-weeks, and the supplier has committed to offering secure or tie-down options to reduce tampering. No additional costs have been incurred to date. PGTE confirmed that the prototype worked well with no tampering and recommended replacing 3 broken receptacles and possibly additional locations. We have ordered 4 of these receptacles using our available credit

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and are awaiting delivery for installation. We also plan on adhering a sticker for increased visibility. Ongoing

Minor Asset Repairs

Due to construction at Dundas/Pacific, three banners and hardware were damaged or removed. Once the fencing is removed and the project is complete, we will arrange for replacement. We are also auditing our poles, as a few have been noted to have damage to the wraps, and most could use a cleaning. In the spring, we intend to have gaps in the vinyl painted and the poles powerwashed. Ongoing.

Grants Prospects 2026

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

We currently have three grants in draft status for Window Wonderland 2026. Only those we have applied for are listed below after the application deadline has passed.

1. [Community Celebration Support Fund \(M\)](#)

Open/Sept 17 | Request: \$29,978 | Approved: \$26,980

2. [#GreenMyCity \(O\)](#)

Ongoing | Request: \$3,695 | Declined

TOTAL APPROVED TO DATE: \$26,980

MARKETING / EVENTS:

New Businesses Welcomed by Staff

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

With the Marketing Manager role currently vacant, onboarding responsibilities are being shared and streamlined.

Digital Following

Platform	As of Oct 1, 2025	As of Feb 1, 2026	Difference
Instagram	20,616	21,160	+544
Facebook	8,354	8,449	+95
X (Twitter)	5,335	5,294	-41
Threads	3,348	3,383	+35
LinkedIn	2,182	2,197	+15
Mailchimp	3,882	4,137	+255
TOTAL	43,717	44,620	+903

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WINDOW WONDERLAND 2025

Window Wonderland 2025 launched smoothly this season with minimal operational challenges and is running through **February 1**. Our 3-minute public survey is open until February 8 for businesses, artists, residents, and visitors. Survey responses will inform improvements, future decision-making, and funding applications. The survey includes an optional prize draw (3 Junction Merchandise Packages plus a gift card, with winners contacted mid-February). We currently have 138 survey responses (vs. 156 last year), including 37 of 40 participating artists and 19 of 20 Window Partners to date.

Board ask: [Please complete and share the survey with your networks.](#)

On December 20, we brought back CORPUS Dance for the Alpine Merry Sheep Choir, which stopped to sing in front of all 20 murals. A large crowd gathered and followed the sheep from one location to another, creating strong street-level energy and participation.

Our interim Artivive report for the first half of the exhibition is now in. **In November and December, we recorded a 6.3% increase in attendance over last year.** Our final report in February will include the unique view counts for January and February, our calculated visitor count based on survey data, and additional attendee insights.

Marketing continues to perform strongly. Following a staffing transition at the launch of Window Wonderland, we reallocated some payroll savings into additional WW marketing support, including major and micro influencer partnerships and a dedicated social media manager (Will Parry). The results are outstanding: **60.5 million total media impressions, surpassing the 31 million recorded in 2024.** Our digital channels now reach **44K followers**. This year also marks our first year as a DesignTO partner for the **2026 DesignTO Festival (January 23 to February 1)**, helping expand our visibility within Toronto's artist and design community during the final week of the exhibition.

We're proposing a modest update to the Window Partner fee for next season: **\$375 per business** (up from **\$295** last season, and still well below the historic **\$575**). This increase helps us begin a **cost-of-living adjustment to artist fees**, which have remained unchanged since **2022**, while keeping the program sustainable.

Current → Proposed (2026):

- **Animators: \$750 → \$800**
- **Muralists: \$850 → \$900**

Next step: The exhibition ends on February 1, artwork to be removed starting February 4th. We will revisit the full survey results in early February and include a short 2026 improvements checklist in the Final Report. Ongoing.

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TASTE OF THE JUNCTION 2026 – FIFA WORLD CUP EDITION (Sign-Ups + Artist Call)

Taste of the Junction 2026: *A Creative Crossroads of Culture & Community* returns Saturday, June 27, 2026 (11:00 AM–7:00 PM) in the Green P parking lot (385 Pacific Ave at Dundas). Supported by **\$26,980 in City funding** within a **\$61,625 event budget**, this one-day public market will feature our augmented reality (AR) murals and **NEW! Passageways**: five immersive cultural installations inspired by five of the Junction’s largest cultural and ethnic communities. We anticipate **10,000+ visitors**, tapping into Toronto’s projected **1.5M FIFA World Cup™ visitors** to showcase Junction businesses and partners.

Participation + fees (168 to-date): 23 member vendors, 7 complimentary non-profit community partners, and 138 third-party vendor applicants have expressed interest. Member booths are subsidized at **\$150 (tent rental included)**. For third-party vendors, staff are proposing external rates of **\$495 (vendor) / \$695 (food truck)**, pending confirmation by Hypitch before any outreach begins. We are also seeking **non-exclusive sponsors at \$5,000**.

Producer + working relationship (Hypitch): We are finalizing Hypitch as the **event producer**, responsible for event logistics, site operations, and the curation/onboarding of third-party vendors and sponsors, with **final approvals remaining with the BIA**. Hypitch has a strong track record of producing major Toronto street festivals, including **Taste of the Kingsway, Roncesvalles Polish Festival, and Taste of Little Italy**. Compensation is structured as a **flat management fee** plus a **20% commission** on third-party booth sales and sponsorships secured by Hypitch. These producer fees are **already built into the working budget**, and third-party vendor/sponsorship revenue provides an opportunity to raise additional funds if expanded operations are needed (e.g., additional staffing/infrastructure or side-street closures).

Site footprint: Our current site plan reflects only the Green P lot footprint. Hypitch will review the third-party applicant list, recommend a manageable vendor count, and advise whether **side-street closures** are required based on operational flow and safety planning.

Passageways Call: Audrey will lead the delivery of the **Passageways** exhibition, including artist coordination and the juror process. Passageways (five 10×10 immersive cultural installations) is accepting proposals at **\$3,000 all-in**, with a proposal deadline of **March 14**.

Selection Committee (Jurors):

- Janet DiBernardo – Board of Management, The Junction BIA (Latitude 44 Gallery Framing Décor)
- Jyhling Lee – Board of Management, The Junction BIA (figureground studio inc.)
- Julie Nichols – Co-op Advisor/Job Developer, Career Integrated Learning, Bachelor of Interior Design Program, Sheridan College
- Ana Palacios – Gallery and Program Manager, Arts Etobicoke
- Annemieke Wade – Executive Director, Toronto Alliance for the Performing Arts (TAPA)

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Process update + key dates: Draft Scoring Form shared with jurors for feedback by **Mon, Jan 19**. After the application deadline (**Mar 13**), we will circulate the final Scoring Form and all submissions as one package. Jurors will score submissions using a simple **1–5 numeric scale** (no written comments), with scores due within one week. Submissions and deliberations are confidential; conflicts of interest will be managed by reassigning scoring as needed.

Board ask: Please share the vendor/sponsor form and the Passageways call with your business and arts contacts, and flag any sponsor leads for introductions.

[Taste sign-up link \(Mar 31\) HERE](#). [Passageways call for artists link \(Mar 13\) HERE](#).

BOARD CHANGES - Dan, Chair

Joel Sartorelli (Maker's Market) was officially added to the Board at the Toronto and East York Community Council meeting on October 22, 2025. [Minutes HERE](#). Welcome Joel!

Motion: *To accept the resignation of Kiyō Elliott-Armstrong and remove her from the Board.*

MTA: Dan Seconded: Janet Unanimous. 1/19: [form](#).

Motion: *To add Judith Santos to the Board.*

MTA: Dan Seconded: Janet Unanimous.

Paperwork will be submitted to Marianne (BIA Advisor) for Council approval. These changes will become official following the next Community Council meeting. 1/19: [form](#).

Motion: *To introduce Joel Sartorelli to the Treasurer role.*

MTA: Dan Seconded: Janet Unanimous.

Paperwork will be submitted to Marianne (BIA Advisor) for Council approval. These changes will become official following the next Community Council meeting. 2/2:

Board goes IN CAMERA - Carol leaves the meeting + Dan leads the motion

Motion: *That the Board approve a 3% cost-of-living (COL) adjustment to the Executive Director's salary, prorated to Carol Jolly's work anniversary of December 18, 2025, and authorize the implementation of the adjustment in the next payroll cycle, including any required retroactive pay to the effective date.*

MTA: Dan Seconded: Manny Unanimous.

Reminder: New Board members must complete their Board Orientation training provided by Marianne. Ongoing.