

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

MARCH 18, 2026 BOARD MINUTES + STAFF REPORT

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

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

Regrets: Janet + Jyhling

Absent: Maryan + Manny Guests:

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

MTA: Seconded: Unanimous.

[January and February Financials](#) – Dan/Joel (Treasurer/s)

MTA: Seconded: Unanimous.

ADMINISTRATION:

MAIN STREET MEETUP – “WINDOW WINS” (Cancelled)

The members-only event, planned for March 30 at My House Lounge, has been cancelled due to low registration. Our goal was 30 sign-ups, anticipating typical no-shows, and we delayed the event to allow for more RSVPs. However, numbers remained well below the threshold needed to create a worthwhile experience for members and our host. Given current team capacity and the continued growth of Taste of the Junction in size and scope, we are prioritizing the exceptional delivery of one major initiative rather than stretching resources too thin. Staff have notified the host and registrants, and the meetup concept can be revisited for future consideration.

WINDOWS WORK 2026 – Sheridan College Pilot

A member email will be issued on March 17, with **student placements running from April 6 to 24**. Sheridan College has selected The Junction BIA as its community partner for Windows Work, a pilot program connecting Interior Decorating students with local businesses to refresh storefronts for spring and support a future talent pipeline.

A team of three students—**Alexia Robinson, Darian Zuraw, and Madison Young**—will visit participating businesses during the placement period to deliver **consultations, mood boards, and low-cost window display concepts**.

Participating businesses (10): Caribou Gifts; Clandestina Mexican Grill & Bar; Community Junction; Latitude 44 Gallery Framing & Decor; Lowe’s School of Music; Maker’s Market; Pinot’s Palette; Pretty Clean Shop; Solnik & Solnik; The Art of Demolition. A short outcomes summary, feedback, and visual examples will be shared with the Board after completion to assess impact and future scalability.

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Student Bios:

Darian Zuraw: Interior Decorating student with a background in architecture and interior architecture. Darian brings strong technical design skills and a practical, problem-solving approach, and will coordinate scheduling and follow-up.

Portfolio: [\[link\]](#)

Alexia Robinson: Interior Decorating student focused on visual storytelling and creating welcoming, functional environments. Alexia specializes in layout, colour, and presentation strategies that help businesses communicate clearly and attract customers.

Portfolio: [\[link\]](#)

Madison Young: Interior Decorating student with a strong interest in styling and merchandising. Madison develops creative, budget-conscious ideas that highlight a business's strengths and create a strong visual impact.

Portfolio: [\[link\]](#)

OPERATIONS:

CafeTO: 2026 Planning

The 2026 application portal closed on **February 11**, and we are now working with the City on site-specific **traffic plans**. The **CafeTO Grant** opened on **March 5** and has been shared with all participating operators.

New applicants (subject to feasibility review): Tino's, Rosario's, Bevi Bera, Rod Gun & Barber, Pizza Cantina, The French Kitchen. (6)

Returning applicants: Carmelita's, Chiang Mai Thai Kitchen, Cool Hand of a Girl, Clandestina Mexican Grill and Bar, My House, Nodo Restaurant, Playa Cabana Cantina, Shox Billard Lounge, The Alpine, The Hole in the Wall. (10)

Note: Three returning patios have changed to **frontage-only**.

Streetscaping / Maintenance - January & February report [HERE](#)

Issue volume continued to decline in January and February, as expected during the colder months and amid heavy snowfall. In January, there were 3 instances of graffiti tagging, 2 (+50%) instances of litter removal, and 2 (-83%) instances of vertical poster removal. Compared to February, graffiti remained constant, litter dropped to zero, and there were 3 (+50%) instances of vertical poster removal. We will continue monitoring trends and adjust response plans as needed in Q1 2026. Winter planter greenery is expected to be removed the week of March 16th, and the soil prepped for summer planting in May. Our office received numerous reports of snow-clearing issues following the major snowstorm, which we escalated to the appropriate departments. Dundas was declared an emergency snow route for two

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weeks, and the large snow banks on side streets filled the GreenP lots before 8 am. We have also submitted these and other snow-related issues to TABIA through their [internal log](#) so they can lobby the City for better measures going forward.

Cigarette Receptacles – Product Issue Resolved

We have now received 4 of the [new receptacles](#) recommended by Global Industrial, paid for with our available credit, and are planning to install them in the Spring. They will be installed at select locations so they can be pegged in the soil. A brightly coloured sticker will be affixed to the receptacle to increase visibility. Ongoing

Minor Asset Repairs

We have requested compensation from **Old Stonehenge** for damage to three banners and related hardware near the Dundas/Pacific construction zone. We have arranged with **Classic Display** to complete these repairs, along with two additional banner repairs east of Keele. In the spring, we plan to paint approximately **40 gaps** in pole vinyl and **powerwash all 90 poles**.

Due to heavy snow buildup and plow pressure in the furnishing zone, several BIA assets were also damaged. Onebench sustained damage to an arm but remains in service (near Pizza Cantina). A second bench (near Full Stop) was displaced from the sidewalk and suffered leg damage; it has been removed and is being stored off-site by **PGTE** pending repair. The manufacturer has confirmed replacement parts are available for both benches. PGTE has also reported **three damaged planters** requiring replacement; contingency funding is included in the budget for this purpose. We explored a claim against the City but, based on feedback from other BIAs, determined that the risks outweigh the benefits, given the limited number of assets. Our costs are as follows: [Quote - Landscape Forms](#) - parts: \$2,065.59 + HST; and [Quote - Furniture Service Group](#) - labour: \$750 + HST. **Ongoing**.

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. 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)

We decided not to pursue the mural grant this year because we were unable to secure the right partner for the location. Instead, we will consider restoring the Junction Dreams mural at Keele/Dundas next year through the grant, as it will be past its fifth anniversary in late 2026.

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 Feb 1, 2026	As of Mar 1, 2026	Difference
Instagram	21,160	21,221	+61
Facebook	8,449	8,449	n/a
X (Twitter)	5,294	5,291	-3
Threads	3,383	3,393	+10
LinkedIn	2,197	2,201	4
Mailchimp	4,137	4,158	21
TOTAL	44,620	44,713	93

WINDOW WONDERLAND 2025 – [Final Report HERE](#)

Window Wonderland 2025 concluded on February 1, 2026, with an estimated **49,929 visitors**, up **2.9%** over the previous year. Early-season momentum was especially strong, with attendance up **18.4%** by December 31. The exhibition featured **31 AR installations**, including **20 temporary window murals** and **11 permanent augmented reality murals** that continue to animate the neighbourhood year-round. The program also supported the arts sector by hiring **40+ artists** and providing AR training and exposure through the Artivive partnership.

The strongest mandate-related result is audience draw from beyond the local area. **69% of surveyed visitors came from outside the Junction**, up **23 percentage points** year over year. In addition, **42% drove to the Junction**, **4% came from more than 40 km away**, and approximately **1,997 visitors were classified as tourists**. These figures reinforce Window Wonderland’s value as a winter destination event that attracts new audiences into the BIA and supports increased foot traffic beyond the immediate neighbourhood.

Marketing and awareness results were also very strong. Total media impressions reached **60.5 million**, up **82%**, while campaign social impressions rose to **1.4 million**, up **21%**. Staff also shifted the paid strategy this year by redirecting the budget toward targeted influencer

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placements and Meta advertising, which the report identifies as a successful evolution, evidenced by stronger attendance and overall reach. Top visitor referrers included **Instagram, online media/influencers, and word of mouth**, supported by posters, sidewalk flags, TTC shelter advertising, walk-by awareness, and BIA email.

The event continues to support the BIA mandate around foot traffic, exposure, and neighbourhood exploration. Visitor comments noted that the exhibition encouraged people to stop, look more closely at storefronts, and try businesses outside their usual routine. Member feedback echoed this, with one respondent noting that the program encourages visitors to spend more time visiting multiple businesses in the Junction. Among Window Partners, **89%** said the event increased exposure to their business, and **74%** said they actively leveraged the installation through their own marketing. MEDS Junction Pharmacy also reported a meaningful boost in foot traffic, visibility, community energy, and local economic activity.

Public and stakeholder support remained high. **96%** of visitors would like the event to return, **92%** rated the painted murals highly, and **90%** rated the animations highly. Among artists, **100%** want the program to return; among surveyed non-participating member businesses, **81%** support its return, and **31%** would consider becoming Window Partners in 2026. These results confirm that Window Wonderland remains one of the BIA's strongest signature programs for cultural placemaking, winter animation, and destination marketing.

One caution in this year's results is that estimated economic impact and average spend were lower than the previous year, and app use also declined, with **27%** of surveyed visitors not using Artivive. *For 2026, priorities should include improving spend-tracking questions, strengthening first-step app instructions, and building clearer calls to action and business offers that help convert visitation into more measurable local spending.*

Actions for WW26:

For WW26, staff will focus on three key improvements: refining the visitor survey to better capture group spending, strengthening AR participation through clearer signage and first-step instructions, and improving spend conversion through stronger calls to action and coordinated business offers designed to translate foot traffic into measurable local spending.

TASTE OF THE JUNCTION 2026

The Junction BIA is the **Producer and permit holder** for Taste of the Junction 2026, taking place **Saturday, June 27, 2026 (11:00 AM–7:00 PM)** at the **Green P 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 11 **AR murals** and **Passageways**—five immersive cultural installations—alongside curated vendors and family-friendly programming. We anticipate **10,000+ visitors** in a FIFA World Cup™ host year.

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Event Management (Hypitch): The Junction BIA has retained **Hypitch** to provide **event management and consulting services**, including operational planning, site/infrastructure coordination, permit application support (issued in the BIA's name), on-site management, entertainment coordination, and third-party vendor and sponsorship sales as a **non-exclusive sales agent**. All third-party vendors, exhibitors, and sponsors remain **subject to BIA approval**, and the BIA retains the right to secure sponsorship directly.

Vendors/Sponsors: To date, **16 JBIA members** have secured subsidized booths (**\$150**, tent included). The event will also include **3–4 community booths**, **five Passageways booths**, and additional third-party vendors curated through Hypitch's portal [here](#) for BIA approval. Third-party vendor fees are **\$495 (non-food)** and **\$525 (food)**. Following the site review, **food trucks will not be accepted**.

Sponsorships/Programming: We have secured **\$10,000** in cash sponsorship from **Govan Brown** and **Sidorova Inwood**, plus **in-kind support from No Frills**, including use of a portion of their lot for additional programming (non-sales, family-friendly activations). A sponsorship request has also been submitted to **TD Bank**, and we are awaiting a decision.

Expanded site footprint: Road closures are not possible due to a World Cup moratorium. Hypitch is working to secure the **full Green P footprint**, including the EV and bike stations (estimated **+1,200 sq. ft.**), and will update the site map to reflect the expanded Green P area and the **No Frills lot** addition.

Passageways – Call Update and Next Steps

The proposal deadline closed on **March 13**, and we received **ten (10) submissions**, representing **all of the five** cultural themes: British 2, Black 3, South Asian 2, Chinese 2 and Portuguese 1.

Current round (jury process): Submissions will be circulated to the juror panel for confidential scoring using a simple **1–5 numeric scale** (no written comments). Scores are due within one week. Conflicts of interest will be managed by reassigning scoring as needed.

Next step (to achieve full representation): Given the limited cultural coverage, we will **re-issue the Call** to broaden outreach to larger teams and institutions (e.g., **universities, colleges, and arts organizations**) and we are now open to a **single lead applicant** (individual, collective, or organization) delivering **all five Passageways** as a coordinated package for **\$15,000 total** (\$3,000 per installation). This approach supports a cohesive visitor experience, simplifies coordination, and strengthens accountability for timelines, safety, and accessibility across all installations. **The new proposal deadline is Friday, April 3.**

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BOARD CHANGES

The board changes approved at the last meeting were forwarded to Marianne and will take effect at the next Toronto East York Community Council, currently scheduled for April 1st.

[Agenda](#)

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