

THE JUNCTION BIA
June Board Meeting - [Join with Google Meet](#)
virtually by phone: (CA)+1 226-315-3262 PIN: 796 104 457#
JUNE 17, 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:**

Presentation: HCD Study - Clint Robertson, Heritage Planner - 15 minutes

[West Toronto Junction– Heritage Conservation District \(HCD\) Study – City of Toronto](#)

See presentation [HERE](#).

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

MTA: Maryan Seconded: Janet Unanimous.

[May Financials](#) – Joel (Treasurer)

MTA: Manny Seconded: Judith Unanimous.

ADMINISTRATION/HR:

Staffing

As part of an internal communications restructure, we have moved from the previous one-post-per-week social media arrangement to a new part-time Digital Content Coordinator role. Over the past several months, it became clear that the existing model was not providing the level of day-to-day operational support the organization requires, and much of the former 30-hour Marketing Manager workload had shifted back onto Carol, including planning, approvals, scheduling, member reposting, routine communications management, and website-related work.

The revised 15-hour-per-week role is intended to provide more consistent communications support, including social media scheduling, basic content coordination, member reposting, website updates, and routine digital communications. While this will strengthen the organization’s day-to-day capacity, the role still represents only half of the former 2025 marketing position and will continue to require support from both Carol and Audrey.

The opportunity was posted to the private BIA Staff Group on Facebook, and three candidates were given the same creative brief assignment as part of the hiring process. Following review of the submissions, the position was offered to **Hannah Laing**, who also works with the Roncesvalles Village BIA.

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Hannah accepted the position and started yesterday. Onboarding and transition planning are now underway, with an initial focus on reviewing scheduled content, confirming digital workflows, supporting Taste of the Junction communications, and becoming familiar with the BIA's social media, WordPress, Mailchimp, Canva, Hootsuite, Meta, Linktree, and shared drive systems.

This is a positive step toward more consistent communications support, but capacity remains an ongoing issue. **Ongoing.**

OPERATIONS:

CafeTO: 2026 - Promotion

All 13 patios are now installed and in use. Following the successful Dining District grant application, we have developed an Astral TSA poster to promote outdoor dining across participating patios and the Butterfly Gardens sponsored by Govan Brown; installation is scheduled for July/August. We have also arranged a ToDoToronto influencer video promotion featuring four select patios to help drive additional summer visits to the Junction. An ongoing issue with the catch basin in front of Haveli Home is causing patio flooding during rain events and is currently under investigation by Toronto Water. We will continue to monitor patio operations and respond to any issues that arise through the season, which runs to mid-October.

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

Issue volume increased in May, with 6 graffiti-tagging incidents and 19 vertical poster removals reported. Summer plantings were installed on May 20. During installation, two additional damaged planters were identified and replaced. This season's arrangements include Persian Shield, Purple Mexican Heather, Gazania, Pentas, and trailing Petunia varieties selected for strong seasonal colour and visual impact.

The property owner removed the tree at the corner of Keele and Dundas in compliance with a City bylaw order. PGTE is now reviewing the site and will prepare a proposal for the large planter there. We also learned that the water supply at the former BMO branch at Dundas and Keele has been shut off, which had been one of PGTE's three watering access points, the others being the West Toronto Baptist Church and Evangeline Residence (tbc). With Dan's assistance, we explored access to the water spigot in the new building at Dundas and Pacific. However, for time's sake, we arranged for a hydrant permit.

Minor Asset Repairs

Banners & Hardware: Discussions with Old Stonehenge regarding damage to three banners and related hardware near the Dundas/Pacific construction zone are ongoing.

Benches: We are reviewing the long-term maintenance approach for the BIA's public benches following winter-related weathering, surface changes, and some visible cracking on the wood

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slats. Landscape Forms has advised that the IPE hardwood used on the benches is intended to weather naturally to a grey patina over time, and that some surface cracking can be expected as the wood acclimates to outdoor conditions. They have also indicated that this type of weathering does not necessarily affect the structural integrity of the benches.

Further technical advice and cost information are being gathered before any broader remediation decisions are made. Consultations are underway with the bench manufacturer, coating supplier, and maintenance contractors to better understand whether the observed issues are related to normal wood weathering, previous coatings, coating compatibility, or the maintenance approach used to date.

Options being considered include limited replacement of slats as needed, continued monitoring through another seasonal cycle, testing alternative treatment approaches on a limited basis, and reassessing whether anti-graffiti coatings are necessary, given the relatively low incidence of graffiti. Replacement slat pricing has been obtained and will be factored into the remediation options. We will report back once further technical and pricing information is available. **Ongoing.**

Murals: We are in discussion with the vinyl mural installer, CamAd, regarding repair options for the Diana Ross mural. Under the terms of the contract, artist Daniel Mazzone remains responsible for any associated repair costs. 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 are pausing grant applications for 2026 as we focus on implementation. Only those we have applied for are listed below after the application deadline.

1. [Community Celebration Support Fund - CCSF \(M\)](#)
Open/Sept 17 | Request: **\$29,978** | **Approved: \$26,980**
2. [#GreenMyCity \(O\)](#)
Ongoing | Request: **\$3,695** | **Declined**
3. [Cultural Festivals Funding Program - CFFP \(M\)](#)
Closed/Feb 3 | Request: **\$25,000** | **Approved: \$20,000**
4. [Visual and Media Arts Projects \(O\)](#)
Closed/ Jan 28 | Request: **\$15,000** | **Declined - investigating decision - tbd**
5. [Multi and Inter-Arts Projects](#)
Closed/ Mar 5 | Request: **\$15,000** | **Applied**
6. [Dining District Program - Stream 1](#)

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Closed/ April 15 | Request: **\$5,000** | **Approved: \$5,000**

7. [Special Events Stabilization Initiative](#)

Closed/ April 29 | Request: **\$4,000** | **Applied**

8. [Community Economic Development Fund](#)

Closed/ April 23 | Request: **\$102,866** | **Applied**

TOTAL APPROVED TO DATE: \$51,980 (+\$120,000 outstanding TBC)

MARKETING / EVENTS:

New Businesses Welcomed by Staff

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

We are conducting a website audit to ensure that all current members are in our directory and that former members are removed.

Digital Following

Platform	As of May 1, 2026	As of May 1, 2026	Difference
Instagram	21,653	22,027	+374
Facebook	8,467	8,488	+21
X (Twitter)	5,279	5,270	-9
Threads	3,416	3,413	-3
LinkedIn	2,218	2,214	-4
MailChimp	4,174	3,326	-848
TOTAL	45,207	44,738	-469*

***MailChimp: we did a major list clean-up to reduce our monthly costs.**

New! Main Street Metrics - [Initial Findings](#)

TABIA introduced this tool to Toronto BIAs through a broader City-supported access arrangement.

- **Visitor activity is down**, with **2025 visits down 6.4%** and **Q1 2026 down 14.8%** year over year.
- The Junction continues to show a **strong local and regional catchment** and good alignment with **potential for food, retail, services, and experience-based spending**.
- The dashboard should be treated as a **planning and reporting tool only** at this stage, as it does **not yet provide unique attendance, event-specific tourism, or actual spending within Junction businesses**, and confirmation of the methodology is still outstanding.
- Future costs may need to be considered in **2027** at approximately **\$10,000 annually**, plus **\$5,000** for the optional Mastercard layer, unless grant support can be secured.

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Taste of the Junction 2026

Planning for the event is progressing well. Hypitch continues to lead site logistics and vendor procurement, while the BIA oversees marketing, sponsorship coordination, and the Passageways program. Below are the latest updates.

Vendors & Programming: All programmable event space has now been filled, including 18 BIA members, 17 external vendors, 4 sponsors, 6 community partners, entertainment, and the five Passageways installations. Hypitch is currently following up on any outstanding fees and insurance certificates. A vendor logistics form has also been prepared for distribution during the week of the event. In addition, Hypitch has been asked to confirm final logistics with all sponsors and site animation contacts to ensure readiness for event day.

Marketing: Advertising and promotional efforts are well underway. A total of 100 branded 18-inch sidewalk stickers were installed on May 29, adding a strong visual presence throughout the neighbourhood, with an additional 50 stickers scheduled for installation during the week of June 15 to fill remaining gaps. International flag bunting will be installed along Dundas on June 12 to further enhance the event atmosphere. To support promotion, 200 posters have been displayed in business windows and community boards within and around the BIA, along with 3,000 flyers distributed to businesses in bundles of 50. Additional stickers will also be installed on-site during the event, including on picnic tables and portable washrooms, to encourage attendees to sign up for the mailing list and complete the post-event survey. Promotional assets, including signage and banners, will be delivered to Hypitch on June 25.

Passageways: Coordination and production planning for the five Passageways installations is ongoing. Detailed artist meetings have now been completed to confirm layouts, safety requirements, visitor flow, accessibility features, and installation logistics within the 10 x 10-ft tent structures. As previously outlined, artists are responsible for fabrication, setup, staffing, and strike of their own immersive cultural installations, while the BIA is providing overall coordination, signage, audio guide integration, and supplier support. Weekly progress check-ins are underway, and revised layouts, audio guides, artist bios, promotional content, and installation updates are being collected to support marketing, accessibility, and successful execution. Website landing pages for each Passageway have now been built, which can be found here: [Black](#), [British](#), [Chinese](#), [Portuguese](#), [South Asian](#). Audio guides are being finalized for upload. Artists also continue to provide photos and videos to support promotion in advance of the event.

Window Wonderland 2026/27

Window Partner recruitment for the 2026/27 season continues, with **17 Window Partners confirmed to date**. We are now working with participating businesses to confirm mural locations and dimensions, aiming to keep each mural within a consistent size range of **25 to 49 square feet** and to ensure that AR animation can be triggered safely from the pedestrian zone. Sponsorship procurement is also ongoing, with **three strong leads currently in**

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discussion, including the potential return of MEDS Pharmacy. We are also pleased to report that **\$20,000 has been secured through the Cultural Festivals Funding Program (CFFP)** in support of Window Wonderland programming.

The [Call for Muralists](#) closed on **June 5**, with **91 applications received (+72%)**. Artistic Curator **Luis Campos** is now reviewing and scoring submissions to identify the top 25 candidates and indicate final scores. For returning applicants, the review process will also take into account any prior notes of concern on file. **Animators** are applying separately through the Artivive platform, with a deadline of **June 26**. In the first month, Artivive reported **receiving 43 applications**. We anticipate receiving more applicants than last year (52), since the call is open for an additional month. Their team will review submissions and provide a shortlist of the top 25 animators. We have also shared the names of last year's animators whose participation raised concerns and asked that they not be included in the recommended shortlist. Selected artists will be notified by **July 15**.

In other positive news, we have coordinated with **TYPE Books** to animate and permanently incorporate their existing mural into the 2026/27 exhibition. The mural is already well-maintained and protected with an anti-graffiti coating, making it a strong fit for the program. This addition will bring the total number of AR murals in the exhibition to **32**. We have also invited Luis Campos to animate this whimsical mural in a way that aligns with this year's curatorial theme, ***Movement and Glimmers***.

BOARD UPDATES

As a reminder, **2026 is also an election year for the Junction BIA Board**. Board members are encouraged to begin considering whether they intend to run again for the **2027–2030 term** at the AGM in November. **If anyone is planning to step down at the end of this year or not seek re-election, we ask that this be identified now so the Board has adequate time to plan for succession and fill any vacancy before the AGM.**

Members are also asked to review the City's previously circulated election-period guidance, including the [Political Activity Rules for Members of Local Boards](#) and the [Letter from Paul R. Johnson, City Manager, City of Toronto](#) and to **confirm whether they have completed the City's Board Orientation training provided by Marianne.**