

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

**MAY 20, 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:**                      **Guests:**

**[April Meeting Minutes](#) – Dan (Chair)**

MTA: Joel      Seconded: Manny      Unanimous.

**[April Financials](#) – Joel (Treasurer) / Dan (Chair)**

MTA: Judith      Seconded: Manny      Unanimous.

**BMO Update:** Short-term Investment Commercial GIC is approaching **maturity on 23rd May 2026**. GIC Renewal Options:

- 2.85% for a locked-in GIC, min 12 months, max 18 months
- 2.10% for a cashable GIC for 364 days

Dan will check with Maryan at BMO on better rates, if possible.

**ADMINISTRATION:**

**WINDOWS WORK 2026 – Sheridan College Pilot**

The Sheridan students concluded their placements on April 24th, marked by the submission of their final booklets for each of the 10 businesses. The booklet included window analysis, mood boards, and suggested concepts with design overlays. Feedback from nine participating businesses was overwhelmingly positive, with most describing the students as professional, respectful, communicative, and thoughtful in their approach. Businesses appreciated the practical, easy-to-implement recommendations tailored to each storefront, as well as the quality of the presentations and supporting materials. Several have already implemented suggestions or plan to do so, including **changes to window displays, layout organization, signage, and display strategy**. Many noted the value of receiving fresh ideas and appreciated the opportunity to support student learning and portfolio development through real-world experience. Some businesses noted they had expected more creative or hands-on implementation support, while others felt the concepts aligned closely with what they were already doing; however, these comments were generally balanced by recognition that the work was provided free of charge and still offered useful insights and reminders. Overall, businesses strongly supported continuing the partnership, viewing it as a mutually beneficial initiative that encourages businesses to rethink their storefront presentation while giving students meaningful practical experience.

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**OPERATIONS:**

**CafeTO: 2026 Set Up**

Patios were installed on the evening of May 5th, and operators are now installing their platforms in accordance with the approved traffic plans. Two businesses withdrew their applications in late April: Bevi Birra, which had paperwork issues, and The French Kitchen, which decided to focus on the main restaurant, a new business still undergoing renovations. BIA staff to verify all the patios are installed per specifications and flag any issues. Patios must be fully operational by June 1st. It was flagged that some of the concrete blocks have logos from other BIAs. It's been confirmed that these have been repainted. We will be monitoring the patios throughout the season to mitigate any issues.

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

Issue volume decreased in April for graffiti and litter but increased for posters. Reported issues included 1 graffiti tagging incident (-86%), 1 litter removal (-67%), and 18 vertical poster removals (+80%). 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. Due to the lower-than-seasonal temperatures, greenhouse growth is slower than usual. As a result, planter installation is expected to be delayed by one week.

Unfortunately, the tree at the corner of Keele and Dundas has begun to rot and is scheduled for removal under a bylaw order issued by the property owner. We are in discussion to replace the tree with a perennial garden bed.

**Minor Asset Repairs**

**Banners:** Discussions with Old Stonehenge for damage to three banners and related hardware near the Dundas/Pacific construction zone are ongoing. Repair work on the bench near Pizza Cantina is expected to be complete in the coming week. Our tree guards were adjusted by Classic Displays every two years, as planned.

**Planters:** PGTE updated their audit, and in total, **27 planters** had damage [reported](#). Of these, 5 can be repaired, and the rest need to be replaced. We had 12 as a contingency, so an additional 10 need to be purchased. We have used the available streetscape budget for this expense. The history of our replacements is as follows;

- 2022 | 8 replacement planters
- 2023 | 16 replacement planters
- 2024 | 12 replacement planters
- 2025 | 12 replacement planters

This averages 12 replacement planters per year, so the 2025/ 2026 winter damage was an extreme outlier. PGTE is recommending that they be placed in a wire basket for additional support and protection. Options to reduce damage are being explored.

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**Murals:** Curb Signs attended to the Diana Ross mural on April 21st, using edge taping to secure the peeling sections. However, this fix did not last long, and within two weeks the areas had lifted again. Curb Signs had offered this service at no charge and, at this point, are suggesting replacing sections of the vinyl, but admit this may not be a permanent solution. Staff have reached out to the original installer for any repair suggestions. Curb Signs has quoted around \$ 10,000 + HST to install ACM panels for this-sized mural. The five ACM Panel Murals in the laneway we installed last fall are in great condition following the harsh winter we experienced. The only matter to watch is the panel at the entrance to Prince's laneway, with some minor scratching. This is likely due to the narrowness of the laneway and a vehicle making contact. However, it is not too noticeable or interfering with the animation.

**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** | **Applied**
5. [Multi and Inter-Arts Projects](#)  
Closed/ Mar 5 | Request: **\$15,000** | **Applied**
6. [Dining District Program - Stream 1](#)  
Closed/ April 15 | Request: **\$5,000** | **Applied**
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: \$46,980 (+\$140,000 outstanding TBC)**

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**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 Apr 1, 2026	As of May 1, 2026	Difference
Instagram	21,427	21,653	+226
Facebook	8,450	8,467	+17
X (Twitter)	5,285	5,279	-6
Threads	3,402	3,416	+14
LinkedIn	2,204	2,218	+14
Mailchimp	4,166	4,174	+8
<b>TOTAL</b>	<b>44,934</b>	<b>45,207</b>	<b>273</b>

**New! MAIN STREET METRICS**

Staff are currently being onboarded to the Canadian Urban Institute's **Main Street Metrics** platform, a new data dashboard available at no cost to Toronto BIAs. The platform consolidates Environics data on foot traffic, visitor demographics, consumer spending, business mix, housing, and broader economic activity into one dashboard. This will help the BIA better understand how people are using the neighbourhood, where visitors are coming from, and how local businesses are performing. Once staff are fully trained, we intend to use Main Street Metrics as an additional reporting tool for key initiatives, including **Taste of the Junction** and **Window Wonderland**. This data will strengthen future Board reporting, grant applications, sponsorship outreach, and event impact analysis.

**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. Below are the newest updates.

**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. We have approved 16 external vendors procured by Hypitch; the remaining spaces are being held for non-food artisans.

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**Sponsorships/Programming**

Sidorova Inwood, The Diamond, TD Bank, and No Frills will be provided with a tent to host activities and/or giveaways during the event. Govan Brown is not participating. Jack of Sports has confirmed attendance and is setting up an inflatable soccer pitch in the No Frills lot. Hypitch has selected the DJ, and booking is underway.

**Marketing**

In addition to the traditional 4x6-ft Astral TSA and 200, 11x17-in member posters, we are planning two special promotional initiatives for Taste of the Junction.

First, we will install **150 branded 18-inch sidewalk stickers** throughout the BIA to promote the event. The first 100 stickers will be installed the week of May 25, focusing on high-traffic areas and the Dundas sidewalk. The remaining 50 will be installed the week of June 15 to fill any gaps, replace lost pieces if needed, and extend visibility onto side streets. The supplier is confident there will be minimal loss due to vandalism. The stickers are slip-resistant and can last up to 12 months, but will be removed following the event. We are currently testing a prototype to confirm that removal is manageable.

Second, we will install 7.5 K ft of **international flag bunting** throughout the BIA the week of June 8 to build anticipation for the event and reflect the global theme of this summer's programming. The bunting will be installed on BIA streetlight poles at a minimum height of 10 feet.

We were pleased to host a **Member Activation Webinar** on Tuesday, May 12, during which we provided tips and suggestions for making the most of the increased foot traffic beyond the one-day event. We had approximately 20 businesses attend, and shared the presentation with the membership at large following the meeting.

**Passageways**

We are pleased to announce the selected artists following our judging panel's scoring. Three of the artists have previously worked with us as \*Window Wonderland muralists. They are;

- Black – Favour Enemaku [@favourenemaku](#) & Vinh Phat Luu [@phatluu.design](#)
- British – \*Margaret Cresswell [@muralsbymarg](#)
- Chinese – Jacqueline Chan [@jjacquelineec](#)
- Portuguese – \*Julia Louise Pereira [@ohlordyitsjulia](#)
- South Asian – \*Sarah Alinia Ziazi [@the.sarah.az](#)

Staff are now working directly with the selected artists to review feasibility, fabrication, and safety requirements following the tent suppliers' review of their proposal.

**Advocacy/Lobbying**

On April 2, the BIA sent a formal letter to **Councillor Gord Perks**, copied to **Economic Development & Culture** and **TABIA**, outlining concerns about the need for a clearer, coordinated City-led promotional strategy for **CCSF-funded neighbourhood activations** during Toronto's summer of **FIFA World Cup 2026™**.

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The latest confirmed assistance includes placing **500 AR Mural Map flyers** at the City's **INFOTOGO booth**, which will operate at **Nathan Phillips Square**, the **Fort York/Bathurst area**, and **David Pecaut Square during the FIFA Fan Festival and after the games conclude**. This placement is appreciated and may help introduce visitors already engaging with City tourism supports to the Junction's **Self-Guided AR Mural Tour**.

The City has also referenced **event calendars**, **Destination Toronto submissions**, and **media pitch opportunities**. While these are useful promotional channels, the BIA continues to seek clarity on broader strategies to move visitors **beyond the downtown core and into neighbouring BIAs** that offer funded cultural programming and attractions, including **Taste of the Junction 2026** and **Passageways**.

The BIA has now registered to attend **Destination Toronto's FIFA World Cup 2026™ industry update session**, which will provide final updates, industry insights, planning considerations, and opportunities for engagement ahead of the tournament. The **TJ26 post-event survey** will include a visitor-origin question to help assess whether the event reached audiences beyond the immediate neighbourhood compared with prior years.

Of note, **Mayor Olivia Chow left a voicemail congratulating the BIA on receiving the CFFP grant for Window Wonderland 2026** and said she looks forward to attending **Taste of the Junction 2026**. Ongoing.

### **WINDOW WONDERLAND 2026**

Sponsor/Partner recruitment for the 2026/27 season continues, and the Window Partner sign-up form has been distributed. We are now directly following up with our 30+ leads. To date, 11 window partners (members) have registered, and an additional two spaces are being held for sponsors. This year, staff are working directly with the Window Partner to determine the muralist's canvas size and area, ensuring the mural is within the consistent size range (25-49 sqft) and that the animation can be triggered safely from the pedestrian zone.

The [Call for Artists](#) has been posted for both Muralists and Animators. Muralists will sign up through a Google Form and can apply by June 5th. Following this, our Artistic Curator, Luis Campos, will review and score applicants to identify the top 20. For returning applicants, the review process will also take into account any notes of concern in their file. Animators will apply via the Artivive website [here](#), with a deadline of June 26th. Artivive suggested keeping the call open for two months to reach more applicants. The Artivive team will review the applicants and provide a shortlist of the top 25 animators. We have shared with Artivive the names of the animators we worked with last year who had issues, and we have asked that they not be included in the recommendations. Selected artists will be notified by July 15th.

### **Window Wonderland Member Conversion Strategy**

As part of the 2026 Window Wonderland planning process, staff are exploring a simple member-led promotion strategy to help convert event awareness into business activity. Rather than adding commercial offers or extra QR codes to the artwork, the proposed

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**Window Wonderland Member Promotion Draw** would encourage members to promote the exhibition through their own channels, including in-store map displays, social media shares, newsletters, Google Business updates, and customer conversations. Each member promotion would count as one draw entry, with the BIA offering three 2027 AR Mural Sponsorships, each valued at \$1,950, as prizes. This approach is designed to be low-barrier for members, manageable for staff, and focused on turning Window Wonderland visitors into shoppers, diners, and returning customers.

**BOARD UPDATES**

On April 30th, Gord Perks announced he has decided not to run for re-election this October as Parkdale-High Park Councillor. His leadership on safer streets, housing, community wellbeing, climate action, and public space has made a meaningful difference in our neighbourhood and across the city, and we are grateful for his support over the years.

Following this, a reminder to all board members, this is an election year for the BIA board as well. Please begin thinking about whether you would like to run for the 2027-2030 term at our AGM in November.

**Board members**, please review the following documents regarding conduct during the 2026 Municipal Election period, which began May 1st:

- [Political Activity Rules for Members of Local Boards](#)
- [Letter from Paul R. Johnson, City Manager, City of Toronto](#)

***Note: Have all board members completed the City's Board Orientation training provided by Marianne?***