

**The Junction BIA - FEBRUARY Board Meeting MINUTES**  
**Thursday, February 15, 2024, at 9:30 am**  
**Meeting virtually by phone: 778-728-7221 PIN: 301 855 466#**

**9:30 am**      **CALL TO ORDER** - Kiyo Elliott-Armstrong, Board Chairperson  
*Declaration of Conflict of Interest/Attendance/Quorum (3)*  
**Regrets:** Dan (returns 2/27), Kiyo, Manny      **Absent:**      **Guests:**

**JANUARY Minutes** - Kiyo, Chair

**MTA:**      **Seconded:**      **Unanimous.**

**JANUARY Financials** - Dan, Board Treasurer

**MTA:**      **Seconded:**      **Unanimous.**

**9:35 am**      **OPERATIONS - KIYO AND CAROL**

**Streetscaping and Landscaping**

January Maintenance Report [here](#). KGK Patio Flowers Inc. contacted us with a proposal for summer landscaping services. We are happy to report that PGT provides us with the best value for our dollar. KGK offered 25% of the landscaping services for 77% of PGT's price. On January 29, the holiday baubles & bows were removed from our tree guard planters. The winter plantings will remain until the week of March 17.

**Mural Projects**

Applications for the 2024 [Outdoor Mural and Street Art Program](#) from the City are **open until March 28** on a first come, first serve basis. We will coordinate an application for Bruce's Gifts & Variety at their request. The Alpine expressed some interest in a back patio mural. **If you hear of any business owners interested in this program, please encourage them to contact the BIA.**

**CaféTO**

CaféTO contacted permit owners and new applicants. Both permit owners and new applicants have until March 1st to pay their renewal fees or apply to the City. Seasonal permit fees for 2024 are \$87.40 per square metre but will go up to \$132.43 per square metre in 2025. If someone is applying for a curb lane permit for a patio ~12 m or 40 ft long, they must pay approximately \$2,700 vs. \$1,334 last year. For details on how this number was calculated, click [HERE](#).

**Grants 2024 - Legend - (M) Municipal, (P) Provincial and (F) Federal**

Grant name	Closes	Request	Status
MainStreet Innovation (M) AR Laneway	2023/24	\$50,000	<b>Awarded \$50,000</b>
Canada Summer Jobs Grant (F)	Jan 10	up to \$7,440	\$7,440 - applied Dec 15
Experience Ontario (P)	Jan 11	up to \$20,000	\$20,000 - Declined - low tourism attendance
<b>Tourism Growth Program (F)</b>	<b>Feb 29</b>	<b>up to \$250K</b>	<b>due Feb 29 - application underway</b>
Mural + Street Art Program (M)	Mar 28	up to \$7,500	due March 28
My Main Street Activator Program (F)	Spring	up to \$250K	Details coming Feb 15
stART Partnership Program (M)	Spring	up to \$70,000	Details coming soon
CaféTO Dining District Grant (M)	May	up to \$5,000	Details coming soon
Cultural Festivals Funding Program (M)	Fall	up to \$25,000	Details coming soon

**10:10 am**      **MARKETING - KIYO AND CAROL**

**Social Media Update**

As of January 11, we have 16,847 Instagram followers, 7,962 Facebook page likes, 5,658 X (formerly known as Twitter) followers, 1,925 Threads followers and 3,381 Mailchimp subscribers. With our Window Wonderland People's Choice Award launch on November 25, our Mailchimp subscriber list had a considerable jump of **369 new opt-in subscribers**. Our **total digital following is now 35,773**. We will update this monthly.

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## Window Wonderland 2023 - CAROL TO PRESENT HIGHLIGHTS AND TAKE QUESTIONS

[Our draft WW24 Final Report is here.](#) **Board members, please review the report and note the Staff Recommendations before bringing your comments to the meeting. Highlights include:**

- **Jan 31 Attendance: 31,970 vs. 19,262\* (+66%) - 9 weeks**
- **Dec 31 Attendance: 23,063 vs 19,262 (+20%) - 5 weeks**
- **Economic impact: \$2.1M vs \$1.4M (+52%)**
- **Artivive's unique views\*\*: 10,162 vs. 6,385 (+59%)**
- **43% did not use the app vs. 34% (+26%)**
- Average number per group was 2.2 vs. 2.3 (-4%)
- Average spend per visitor: \$68 vs \$74 (-8%)

*\*Attendance calculation = 10,162 unique views multiplied by 43% of visitors who did not use the app, multiplied by 2.2 average number of visitors per group = **31,970***

*\*\*Unique views are the total number of individual phones that used the app to access any WW installation during the exhibition. Calculations do not include wall murals since we assume they were WW visitors.*

Calculations	SS18	SS19	WW20	WW21	WW22	WW23	WW YTD Totals
Media Impressions***			28,000,000	49,207,863	48,131,422	<b>28,192,765</b>	153,532,050
Opt-In Subscribers			27,384	28,445 (+4%)	30,000 (+5%)	<b>35,773 (+19%)</b>	-
Attendance	5,000	10,000	8,000	22,000	19,000	<b>31,970 (+66%)</b>	-
Average Spend	N/A	<b>\$ 54</b>	<b>\$ 39</b>	<b>\$ 72</b>	<b>\$ 74</b>	<b>\$ 68</b>	-
Economic Impact	\$ 280,000	\$ 540,000	\$ 312,000	\$ 1,584,000	\$ 1,406,000	<b>\$ 2,173,960</b>	\$ 5,475,960
Sponsorships + Grants	\$ 18,000	\$ 31,000	\$ 35,000	\$ 79,000	\$ 139,000	<b>\$ 56,000</b>	\$ 309,000
BIA Cost	\$ 37,000	\$ 55,000	\$ 30,000	\$ 54,000	\$0	<b>\$ 34,000</b>	\$ 118,000
Total Event Cost	\$ 55,000	\$ 86,000	\$ 65,000	\$ 133,000	\$ 139,000	<b>\$ 90,000</b>	\$ 427,000

*\*\*\*The 2023 drop in media impressions is due to a strategic move away from CNW and replaced by targeted ad buys with media and influencers. Our success is measured by increased Attendance & Economic Impact.*

We concluded our **People's Choice Award** on January 31. Tony Fantastic and Eleonora Asparuhova received the most votes for their artwork at The Salvation Army's Evangeline Residence (2808 Dundas St W). We also randomly selected and contacted the four community winners for our People's Choice Award and Post-Event Survey draws.

## Sponsorship Opportunities 2024

We have already confirmed our first sponsor for 2024 (the earliest yet!). The Stu Sells Realty Team has agreed to be our AR Laneway Project Presenting Sponsors at \$10,000, which includes Taste of the Junction. With the WW Final Report almost complete, we can finish developing the new Master Sponsor Deck and contact all previous sponsors to offer them the first right of refusal on their 2023 positions. Sponsorship solicitation is ongoing.

## The AR Laneway Project - Saturday, September 7 - MainStreet Innovation Fund Grant \$50,000

We hosted an AR Laneway Launch Event presentation for prospective stakeholders; Stu Sells Realty, SpiceCart Living, and Oldstonehenge Development attended. We have confirmation from SpiceCart Living that we will get full access to the parking lot of 51 Vine Ave to celebrate the launch of the new Diana Ross mural on the rear of the Treasury building. Animation Briefs were provided with minimal input from the muralist, and animation work is underway for the six pre-existing 51 Vine Ave building murals. [Here is a sneak peek](#) at a first-draft animation for the Audrey Hepburn mural. Resto-bar members have been approached to sign up as Food Vendors at Taste of the Junction. A \$250 NON-refundable fee is required.

## OBIAA & IDA Award Submissions

We are working on two separate award submissions for [OBIAA \(National\)](#): *Streetscaping & Public Realm Improvements* and [IDA \(International\)](#): *Public Space Management and Operations*. The project name is Animating the Junction: Pioneering an Augmented Reality Destination through Art Innovation. OBIAA submission is **due February 16 (done)**, and IDA is **due March 6**. Letters of support were received from [MPP Bhutla Karpoche](#) and [Donald Drouin, Owner of Isaan Der Thai Kitchen](#). These awards are critical to positioning the Junction for grants, sponsorships and media attention. *Ongoing.*