

The Junction BIA - SEPTEMBER Board Meeting

Thursday, September 19, 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: Heather

Absent:

Guests:

AUGUST Minutes - Kiyo, Chair

MTA: Janet

Seconded: Jyhling

Unanimous.

AUGUST Financials - Dan, Board Treasurer

MTA: Jyhling

Seconded: Maryan

Unanimous.

2025 Operating Budget Review - Carol/Dan

9:45 am **OPERATIONS/ADMIN - KIYO AND CAROL**

New Businesses Welcomed by Staff - n/a

Streetscaping/Maintenance

You may view the August Maintenance Report [here](#). There were **11 (-13%)** instances of tagging and **11 (+22%)** cases of vertical littering (posters/stickers).

Graffiti Removal

Signet Group, the property owners at 2978 Dundas St W, which includes [Toronto's Favourite Meeting Place](#) (east side of the Arts Market on Pacific), had a large tag removed on August 19th. We have requested Signet Group to prime over any murals and apply an anti-graffiti coating to protect the wall further and deter future tags. Ongoing.

Benches

After SURE General Contractors applied three layers of the recommended anti-graffiti coating, we noticed that the benches had a rubbery finish. We are currently in discussions with Sherwin Williams. When left uncoated, the benches are susceptible to graffiti tags, so we are working with SURE and the City to find a solution that protects these assets. Ongoing.

Grants 2024 - Legend - (M) Municipal, (P) Provincial and (F) Federal - **click on the links to review our applications!**

<u>Grant name - NEW! Highlighted below</u>	<u>Closes</u>	<u>Request</u>	<u>Status</u>
MainStreet Innovation (M) AR Laneway	2023/24	\$50,000	Awarded \$50,000
Canada Summer Jobs Grant (F)	Jan 10	up to \$7,440	Awarded \$5,163
Experience Ontario (P)	Jan 11	up to \$20,000	Declined, low tourism numbers (1)
Tourism Growth Program (F)	Feb 29	up to \$250K	Declined - Applied Feb 21 (2)
Outdoor Mural + Street Art Program (M)	Mar 28	up to \$7,500	Awarded \$7,500
My Main Street Activator Program (F)	Mar 31	up to \$250K	Declined - Applied Mar 26*
stART Partnership Program (M)	Spring	up to \$30,000	Not pursuing this due to requirements (3)
CaféTO Dining District Grant (M)	May 3	up to \$5,000	Awarded \$5,000
Cultural Festivals Funding Program (M)	Fall	up to \$25,000	Announcement coming Fall 2024
Multi and Inter-Arts Projects (P)	Spring 25	up to \$15,000	Announcing Spring 2025
<u>Special Events Stabilization Initiative (M)</u>	Sept 30	up to \$2,000	Due Sept 30 - Taste 2024 (4)

Total 2024 Grants Awarded To-Date: \$67,663 vs \$5,000 Budgeted (All City grants).

2023 Grants \$96,388, 2022 Grants \$158,755.

- (1) *To qualify for Experience Ontario (P), we need 5,000 tourism (from 40+ km) attendees. Currently, there are just under 2,000.*
- (2) *The Tourism Growth Program panel advised that our application was not successful. Funding was allocated to projects best aligned with the program criteria and priorities. Unfortunately, our project did not align as strongly, but we were encouraged to consider submitting a new application in the future that better matches the program's objectives and priorities.*

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- (3) *This grant requires a public consultation period and two community engagement sessions, one of which must be in person. In addition, we do not have a wall available that fits the program's requirements. Due to these requirements, we have decided to pursue other art grants in the future, such as the Outdoor Mural and Street Art Program, in the Spring of 2025.*
- (4) *The Special Events Stabilization Initiative Grant application was submitted on September 13th. The grant covers 50% of eligible expenses for reducing operating expenses (e.g., waste management, vehicle removal, permit costs).*

Traffic Safety

The new [WYSP sign](#) facing eastbound traffic has stopped working. We initially asked for a sign facing westbound traffic to help with the collisions at High Park. We have followed up with VisionZero, and they have noted that the sign will not be available to replace until end of September. Ongoing.

NEW! Annual Member Survey

Following the June Virtual Town Hall, a new Annual Member Survey was developed to understand better how member businesses are doing. Economic Development vetted the draft survey before issuing it starting July 8. **Distribution will continue until we receive a 30% return.** We are currently at **43 responses of the 53 required** and will share the analytics in a lobby letter to Gord Perks' office and our AGM, plus track it annually moving forward. It is ongoing.

10:15 am MARKETING/EVENTS - KIYO AND CAROL

Social Media Update

As of September 5, we have 18,527 Instagram followers, 8,164 Facebook page likes, 5,635 X (formerly known as Twitter) followers, 2,878 Threads followers, and 3,763 Mailchimp subscribers. Our total digital following is now **38,967**. We will update this monthly. We have **created a TikTok account** to increase our following. We will focus on gaining more followers on that platform. We posted three videos with a total of 720 views.

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

We have received stats from our partnership with Influencer Elise Purdon, who created an [Instagram reel](#) for us. The video received 75K views. We're happy with this number and believe it will have a great ROI. Our publicist's contract concludes on Sept 8, and we will update you with final media impressions. To ensure patrons locate the event, we increased our marketing to provide a map and directions. We created a [video](#) and [wayfinding H-signs](#).

The Taste of the Junction

The event proved successful, attracting over 5,000 participants to the parking lot at 51 Vine Ave on Saturday, September 7th. The event surpassed the vendors' expectations. A public survey was conducted to gather insights for future improvements, and the feedback will be analyzed to enhance marketing and event planning. We have closed the survey and received **305 responses compared to 208 in 2023**. We attribute this increase to having the QR code in multiple locations onsite and our increased efforts in collecting emails through member contesting. We have completed our [final report](#). See below for a few key findings from our survey:

- **Attendance:** ~5,000
- **Average Spend:** \$53 pp
- **Economic Impact:** \$265K
- **99%** would like to see Taste of the Junction return next year!
- **74%** visited or discovered other Junction businesses while at the event
- **64%** *do not* have children under 12 in their household
- **57% arrived at 12 pm to 3 pm**, 39% from 3 pm to 6 pm, and 7% after 6 pm.
- **56%** walked or cycled to the event
- **31%** were from outside of the Junction
- **15%** drove to the event, and **3%** were from over 40 km away
- Based on collected postal codes, the **Junction (M6P)** is the most common neighbourhood among event attendees at **54%**. Other nearby neighbourhoods, including **Mount Dennis (M6N) 9%**, **Swansea (M6S) 7%**, and **Parkdale/Liberty Village (M6K) 3%**, also contributed significantly to the attendance.

For 2025, we are investigating the cost of a road closure along Dundas St W to accommodate our event growth. Although there were some logistical hurdles, such as vendor setup times and food inventory management, we are dedicated to resolving these challenges to improve the visitor experience. We have initiated a discussion with The Sweet Potato and Clandestina, who are interested in managing live entertainment next year.

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Window Wonderland

We are currently creating all of the necessary web pages associated with the exhibition and the marketing collateral - all will be completed by the beginning of October. We are working on solidifying another VIK partnership with Metrolinx and will confirm once it is finalized. Total sponsorship received to date: **\$19,500** vs Budget **\$25,000**. We're **short \$5,500 in Revenue** and will continue pursuing sponsorships until *Oct. 1*, the deadline to begin printing marketing collateral. Ops: Benjamin, our Art Consultant, has taken a more active role in giving artists feedback. Muralists and Animators are in great shape, with Animatics due on September 13 and final full-colour murals due on September 18. Ongoing.