

## The Junction BIA - MARCH Board Meeting

**Wednesday, MARCH 19, 2025, at 9:30 am**

**Meeting virtually by phone:**

**(CA) +1 604-774-8093 PIN: 515 725 485#**

**9:30 am**      **CALL TO ORDER** - Kiyo Elliott-Armstrong, Board Chairperson

*Declaration of Conflict of Interest/Attendance/Quorum (3)*

**Regrets:** Maryan

**Absent:**

**Guests:** *Megan Munro, Caribou Gifts*

[February Meeting Minutes](#) - Kiyo, Chair

**MTA:** Manny    **Seconded:** Janet    **Unanimous.**

[Financials](#) - Dan, Board Treasurer/Carol

**MTA:** Manny    **Seconded:** Janet    **Unanimous.**

**9:40 am**      **OPERATIONS/ADMIN - KIYO AND CAROL**

### **Streetscaping/Maintenance**

You may view the February Maintenance Reports [here](#). In January, There were **6 (+50%)** instances of tagging, **3 (-40%)** cases of vertical littering (posters/stickers), and **one** damaged city asset (garbage receptacle).

### **Benches**

The plaque on one of the previously removed benches has been reinstalled. An inventory will explore if vandals have tampered with or removed any others. Ongoing.

### **Winter Planter Removal**

As part of regular scheduled PGTE maintenance, Winter florals will be removed the week of March 17, followed by summer florals the week of May 12.

**The CaféTO Curb Lane Program** deadline has passed. The BIA had twelve (12) renewing applicants and one (1) new applicant. The City will notify the BIA if any applications are impacted by construction. If not, the city will invoice members in the coming weeks. Curb Lane Cafe installations will begin the week of May 17.

### **Taste of the Junction (TJ) Venue Update**

The **Green P Lot, 385 Pacific Ave**, rental rate of **\$1,725** will be waived by the TPA in exchange for sponsorship in-kind. A site visit took place to review the previous floor plan; a new layout will be finalized to include 100% of the lot. We have started our outreach to members, contacting F&B members first (March), retailers in April, and opening to 3rd party vendors in May. The deadline is June 1st.

### **TJ Fees Updates**

The following is our recommended breakdown of event vendor fees and allotted spaces; the 35 vendor spaces listed below exclude an additional 3-5 spaces for sponsors/BIA booths. This final amount will fluctuate.

- Food & Beverage Vendors (Members): \$295 x 25 spaces
- Retail Vendors (Members): \$295 x 5 spaces
- 3rd Party (Non-Members): \$495 x 5 spaces

### **TJ: Vendor Updates**

Four (4) Food & Beverage Vendors have registered so far. An [FAQ](#) Sheet has been created to help vendors plan for the event; this document has also been sent to all inquiring vendors.

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The City's Insurance & Risk department is reviewing an updated vendor agreement. They advise that each vendor request 'insurance certificates', adding the BIA and the City. To eliminate barriers for vendors applying for extra insurance, an alternative option being discussed is sharing two (2) online exhibitor insurance options, which start as low as \$25 per day. Manny will review the final document before it is shared. *Ongoing.*

**Grants 2025 - Legend** - (M) Municipal, (P) Provincial and (F) Federal

<b>2024 Grant Submissions</b>	<b>Opens/Closes</b>	<b>Request</b>	<b>Status</b>
<a href="#">Special Event Stabilization (SESI) (TJ24)</a>	Closed	\$1,723	<b>Payment received</b>

<b>2025 Grant Submissions</b>	<b>Opens/Closes</b>	<b>Request</b>	<b>Status</b>
<a href="#">Pollinate TO (M)</a>	Oct 21/24	\$5,000	<b>Declined</b>
<a href="#">Canada Summer Jobs Grant (F)</a>	Dec 19/24	\$10,186	<b>Applied Dec 11/24</b>
<a href="#">Cultural Festivals Funding Program (M)</a>	Jan 23/25	<u>\$25,000</u>	<b>Applied Dec 20/24</b>
<b>PENDING APPLICATIONS - TOTAL</b>		<b>\$40,186</b>	

<b>2025 Grant Prospects</b>	<b>Opens/Closes</b>	<b>Request</b>	<b>Status</b>
<a href="#">CafeTO: Curb Lane Program (M)</a>	Jan/Feb 15	\$5,000	<b>Applied</b>
<a href="#">Multi and Inter-Arts Projects (P)</a>	<b>Mar 20</b>	up to \$15,000	<b>Application underway</b>
<a href="#">Outdoor Mural + Street Art Program (M)</a>	<b>Mar 27</b>	up to \$7,500	<b>Application underway</b>
<a href="#">Building Communities: Arts &amp; Heritage (F)</a>	Open/Apr 30	up to \$200,000	Reviewing
<a href="#">CafeTO: Stream 2 (M)</a>	TBD/May	up to \$25,000	Reviewing
<a href="#">Ontario Cultural Attractions (P)</a>	Open/May 30	tbd	Reviewing
<a href="#">Dance Projects (M/TAC)</a>	Open/Aug 5	\$10,000	Reviewing
<a href="#">Multi and Inter-Arts Projects (P)</a>	Sept 18	up to \$15,000	Ongoing
<a href="#">Building Communities: Arts &amp; Heritage (F)</a>	TBD/Oct 15	up to \$200,000	Reviewing

### **Outdoor Mural + Street Art Program - Arts Market Bldg, Pacific/Dundas, replacing damaged mural**

We received three (3) artist [submissions](#) for review. Following discussions with the working group (Carol, Janet, Benjamin and Alain), the final recommendation is that artist **Elizabeth Jackson Hall** has been successful in presenting artwork that captures the timeless design we're looking for yet still works well with the b+w augmented reality (AR) animation that would continue to be paired with the mural. She also followed our suggestion to use the popular styling of the [Greetings Tour](#) series, which has a vintage postcard appeal. [View the first draft artwork here.](#) Elizabeth is a seasoned classical artist who has worked on large murals, has previously created artwork within the Junction community ([VWW24. Latitude 44](#)), and has a personal historical connection to the theme as her father and grandfather worked on the Railway out of the West Toronto Yard.

In the coming days, we will inform Elizabeth and work with her in refining a few elements, such as replacing *Past, Present & Future!* with *Toronto's Favourite Meeting Place!* and **ensuring the imagery within the letters highlights history and architecture**—without business names. Following this discussion with Elizabeth, the remaining two (2) artists will be thanked for their contribution, and we will then work on submitting a final Mural Proposal to the City by their **deadline of March 27**. Fingers crossed, we receive the grant to produce this eye-catching piece - sure to drive tourism and create many Instagrammable moments!

**The CaféTO Dining District Program** is tentatively set to launch in May. It has two streams of funding:

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- *Stream One*: Grants for BIAs to cover one-half of the costs of eligible projects up to a maximum of \$5,000 (based on a minimum of \$10,000 of improvements).
- *Stream Two*: Grants for BIAs and not-for-profit organizations to cover the costs of eligible projects up to a maximum of \$25,000.

**10:00 am      MARKETING/EVENTS - KIYO AND CAROL**

**New Businesses Welcomed by Staff**—Click [here](#) for the ongoing list and welcome letter template sent to all new members. Then, there will be a virtual meet-and-greet with staff. New members have also been added to our waiting list for Member of the Month.

### **Social Media Update**

As of March 1, we have **19,531 Instagram**, **8,255 Facebook**, **5,425 X** (formerly Twitter), **3,196 Threads**, **2,129 LinkedIn** followers and **3,840 Mailchimp** subscribers. **Our total digital following is now 42,376.** We will continue to update this monthly.

### **Sponsorship Update**

#### **Taste of the Junction (TJ)**

The **Stu Sells Realty Team** has confirmed they will return as our Taste of the Junction 2025 presenting sponsor, with an **\$11,000 contribution**. **Tuli Parubets, Toronto Mortgage**, has also confirmed that she will be an event sponsor with a **\$2,000 contribution**. We are working with **Indie88** to secure a partnership offering music, merch handouts, radio promotion, and an onsite inflatable “axe” throwing activation at TJ25. Negotiations are still in progress.

#### **Butterfly Gardens (BG)**

**Govan Brown** has confirmed that they will be the presenting sponsor of our 2025 Butterfly Gardens with a **\$3,000 contribution**. They want to run a walking tour (possibly) with PGT, including a stop at Govan Brown’s onsite beehives. Govan Brown is also interested in producing an outdoor movie night in their parking lot (in September) with the BIA as a promotional partner. Ongoing.

We actively pursue sponsorship leads for all programs and events with targeted pitches, meetings, and the newly updated [2025 sponsorship deck](#). *Further updates will be provided as discussions progress.* Ongoing.

#### **Window Wonderland (WW)**

[The WW24 Final Report](#) has been completed. Please review the report and bring questions to the meeting. Key highlights include a **confirmed total attendance of 48,523 (+52%)**, 33.2M media impressions (+18%), and 1.1M social media impressions (-21%).

Our targeted marketing and PR efforts included influencer partnerships with Streets of Toronto and Date Night YYZ, audio ad spots with Spotify and Indie88, and TV media spots with Breakfast TV. We also dedicated a portion of our marketing budget to targeted social media ads and boosting. Altogether, these efforts increased awareness and attendance in January. We will apply these strategies in next year’s event to make WW25 even more successful!

After three years of support, Isaan Der Thai Kitchen has decided not to return as the presenting sponsor for WW25. We are actively working to secure another sponsor and will continue to share updates.

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Sureel.AI will not be returning as a sponsor for WW25. This is the best for everyone involved, as some did not appreciate their involvement as an AI tech company. We are currently **behind \$14.5K** in our fundraising.

**Board Discussion: It was suggested that we investigate the possibility of including special offers in the animation. Carol will research further and report back at a future meeting. Ongoing.**

### **Award Submissions**

#### **2025 OBIAA Awards**

We are delighted that The Junction BIA's **AR Laneway Project** was selected as the **2025 OBIAA Achievement Award winner in the Streetscaping & Public Realm Improvements** Category. It was not budgeted for staff to attend the OBIAA Award Conference. This benefit is reserved for after they've completed one year with the BIA. Therefore, we will arrange to have Matthew Mohan accept the award on our behalf at the ceremony and bring it back with him to Toronto.

#### **2025 IDA Awards**

Category: *Public Space Management & Operations* - Application submitted on February 28. We will continue to track this submission and provide updates as it progresses.

**IN CAMERA DISCUSSION - Board members, please stay until the end of the meeting. Thank you.**  
HR/Taylor Goulard, Marketing Manager, Maternity Leave. **Confidential board discussion. Ongoing.**