

The Junction BIA - JUNE Board Meeting
Thursday, June 20, 2024, at 9:30 am
Meeting postponed to July - quorum not met*
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, Maryan, Dan, Manny Absent: Guests:**

MAY Minutes - Kiyo, Chair
MTA: Seconded: Unanimous.

MAY Financials - Dan, Board Treasurer
MTA: Seconded: Unanimous.

9:40 am OPERATIONS/ADMIN - KIIYO AND CAROL

New Businesses Welcomed by Staff - both will participate in Taste and WW!

Zula Burger & Pizza - 3011 Dundas St W (previously Libretto)
Carnival - 369 Keele St (previously Tam)

Streetscaping/Maintenance

You may view the May Maintenance Report [here](#). There were nine instances of tagging and 19 cases of vertical littering (posters/stickers).

Unfortunately, the [city tree](#) outside of 3042 Dundas St W has been hit again by a vehicle. This marks the third accident in this area within one year. The tree guard also sustained significant damage and cannot be repaired. PGT believes that this tree will need to be replaced. We have requested that the city replace this tree. The tree guard will be removed and replaced on Friday, June 21. Cost: \$847.50. Ongoing.

Graffiti Removal

Per the board's approval, we hired Goodbye Graffiti (GG) to remove over 200 tags from public and private main street-facing buildings this month. An extensive list of Before & After photos can be seen [here](#). Unfortunately, our [Patterns of the Junction Mural](#) located at 2975 Dundas St W has been severely tagged. The Property Owners were responsible for applying an anti-graffiti coating on two occasions. Although they are adamant about using the coating, the muralist and GG feel there is no coating on the mural. Unfortunately, the mural must be replaced at the owner's expense. We have asked the muralist to provide a proposal to repair this mural and apply [this recommended anti-graffiti coating](#). We will ask Goodbye Graffiti to revisit the Junction in the late summer to provide new biweekly or monthly cleaning quotes for 2025. The fewer tags on buildings, the lower the monthly cost! We will rely on our members to keep their properties clean and tag-free until then.

Plantings

Our summer planters were installed on May 22nd and 23rd. This installation included replacing 13 damaged or missing planter boxes. Summer annuals were installed in our tree guard planters, and a few were added to the BMO butterfly gardens to add a pop of colour while we waited for our perennials to bloom. If we need to replace any plant material, PGT will store a few annuals and perennials in their greenhouse. Lastly, PGT added replacement perennials to some of our raised concrete planters, which were sparse.

Smoker Receptacles

PGT's Clean Streets Team provided us with heavy-duty square pan screws for our seven smoker receptacles. These screws don't have knobs on the outside and require a square-head screwdriver to remove. Since the installation of these screws on May 23, we have not seen any of our smoker receptacles dismantled. A great success!

Benches

PGT washed the benches in May, and we noticed that much of the anti-graffiti coating applied by SURE General Contractors last November had worn off. SURE returned on June 3rd and began sanding down benches and applying three [anti-graffiti coating](#) layers. We've instructed them to allow proper curing time between coats. The process is taking longer than expected due to weather conditions. All work is expected at no additional cost to the BIA. Work was completed on Monday, June 17.

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

The Junction BIA - JUNE Board Meeting

Thursday, June 20, 2024, at 9:30 am

Meeting postponed to July - quorum not met*

Meeting virtually by phone: 778-728-7221 PIN: 301 855 466#

| Grant name | Closes | Request | Status |
|--|---------|----------------|--|
| 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 on April 18 |
| Experience Ontario (P) | Jan 11 | up to \$20,000 | \$20,000 - <i>Declined, low tourism numbers*</i> |
| Tourism Growth Program (F) | Feb 29 | up to \$250K | Applied Feb 21 - pending decision-overdue |
| Outdoor Mural + Street Art Program (M) | Mar 28 | up to \$7,500 | Awarded \$7,500 on May 3 |
| My Main Street Activator Program (F) | Mar 31 | up to \$250K | Applied Mar 26 - Declined June 25 |
| stART Partnership Program (M) | Spring | up to \$70,000 | Awaiting the City's renewal of the program |
| CaféTO Dining District Grant (M) | May 3 | up to \$5,000 | Awarded \$5,000 on May 7 |
| Cultural Festivals Funding Program (M) | Fall | up to \$25,000 | To be announced in the fall of 2024 |

**To qualify for Experience Ontario (P), we need 5,000 tourism (from 40+ km) attendees. Currently, there are just under 2,000.*

Mural Projects

Artist Lula Lumaj will create a mural on Bruce's Gifts and Variety, and Animator Sima Naseem will bring the artwork to life! We have requested that the mural be installed by July 31, and the animation will be accessible via the Artivive app by mid-August, giving us a new mural to promote in the late summer.

CaféTO

We have **14 curb lane** patios open for business! This year, many of our patios were operating by mid-May, a month earlier than last year! We lobbied (& won!) to secure spots for Famous Last Words, Junction Grill and NODO. Transportation Services has retrieved all candlesticks.

BIA Boundary Expansion 2024/25

June Note: *The board agreed to defer this item to the next meeting, where Kiyo will be present. Staff recommends we defer any boundary expansion discussion until 2026. With Jenna at one year and Taylor leaving for maternity leave in October, we won't have the resources to manage this.*

It has been three years (2021) since we last attempted expansion. A united Junction business community would strengthen the entire Junction, allowing us to beautify the east and west gateways and drive more significant foot traffic into the neighbourhood. In addition, by joining through a boundary expansion, more local businesses will have the organizational and funding capacity to be catalysts for civic improvement, enhancing the quality of life in their local neighbourhood and the city.

[HERE](#) is the report on our 2021 Expansion Efforts (east to Annette St and west to Clendenan Ave) that did not result in us moving forward.

The following are the steps required in order:

1. The Board must approve a motion to pursue an expansion and to include this item on the next AGM agenda.
2. Membership (AGM) must approve a motion to pursue an expansion.
3. Once approved at the AGM, a steering committee will be formed.
4. The Steering Committee creates a rationale for expansion, confirms the proposed new boundary, develops a communication plan, and adds information to the BIA website.
5. The Steering Committee hosts a series of informal open houses and initiates other forms of gauging interest (i.e. surveys).
6. Once the Steering Committee is confident that there is sufficient interest to expand, it must request in writing from the City BIA Office to proceed with the formal process. (The letter should include the outreach results showing how many have expressed interest.)
7. The City and Steering Committee will host a General Public Meeting, at which a formal vote will be taken to determine whether an official city poll will be conducted.
8. If the vote is in favour of proceeding to the polling stage, a report to the City Council requesting that the Clerk conduct the poll will proceed.
9. The poll is out for 60 days.
10. Once the poll closes and if the result is positive, another report to Council will request that a new by-law be created, including the new boundary.

Generally, the process from the AGM approval to the final Council report approval can take up to one year. Once the board

The Junction BIA - JUNE Board Meeting
Thursday, June 20, 2024, at 9:30 am
Meeting postponed to July - quorum not met*
Meeting virtually by phone: 778-728-7221 PIN: 301 855 466#

approves a motion to proceed with an expansion, Marianne (City Advisor) will work on a schedule for us with more specific timelines based on Council Meeting dates.

Per Marianne (BIA Advisor), the data collected dates back to 2021 and may no longer accurately reflect the current landscape due to changes in ownership and economic conditions. Consequently, stakeholders may have shifted priorities. To ensure outreach efforts align with current needs, she recommends we revisit administering a new survey and other consultation forms. Once this step is revisited and it's recognized that there is continued interest, the informal process can proceed. This next step would include organizing open houses by the Steering Committee and other data collection and communication methods for both the east and west sides. Following these consultations, the board will need to gauge stakeholders' level of interest to decide between two options:

1. Requesting a formal public meeting, co-hosted by the City, to vote on an expansion encompassing both east and west sides.
2. Requesting a formal public meeting, co-hosted by the City, to vote on an exclusive expansion of either the east or west side.

If we choose the second option, it indicates insufficient interest in pursuing expansion on the other side. However, this decision can be revisited in the future. A moratorium won't be in effect since this side has no formal General Meeting. It is imperative to ensure outreach efforts are effective and responsive to the current needs of the stakeholders.

Virtual Town Hall - for membership

We hosted our Virtual Town Hall on Monday, June 10. This allowed our members to learn more about our upcoming events and ongoing initiatives. Fourteen members RSVP'd, and ten attended, including three board members. Those who attended were invited to voice their questions and concerns. Healthy Moms Market and Caribou Gifts requested that we send out a member survey to understand better how member businesses are doing. We will share the analytics in a lobby letter to Gord Perks' office. A survey was developed and sent for their review, and the Board Executive was cc'd for input. Ongoing.

10:15 am MARKETING/EVENTS - KIYO AND CAROL

Social Media Update

As of June 1, we have 17,764 Instagram followers, 8,064 Facebook page likes, 5,629 X (formerly known as Twitter) followers, 2,440 Threads followers and 3,702 Mailchimp subscribers. Our total digital following is now 37,599. We will update this monthly.

Butterfly Gardens

The Junction Butterfly Gardens are returning this year with vibrant florals along Dundas St W. These gardens enhance our community's image and provide essential food and shelter for local pollinators. In August, partnering with Parkdale Green Thumb Enterprises, we plan to offer a FREE educational Butterfly Garden walking tour led by PGT staff. We have redesigned our [signage](#) to 46-in x 11-in to be more visible to the public. These will be installed mid/late June. We have also designed a new [Astral TSA poster](#), which will be installed on July 1.

NEW! Junction Journey: Architecture, History, and Photography Walking Tours - Sun, June 16

Our marketing campaign has been launched, and our Astral transit shelter poster was installed on June 1. Within a week of soft-launching the first tour (4-6 PM), it sold out at 60 RSVPs, so we created a second 'twilight hour' tour (6-8 PM), which also sold out within a day. We plan to distribute a public poll to see if there's an appetite for a paid monthly tour in summer & fall.

NEW! Junction Gift Card Program

For 2025, we are exploring introducing a proven private-label gift card program designed to promote the Junction year-round through various targeted marketing campaigns. The gift card can be a powerful marketing tool, encouraging redemptions and driving sales. We have sent out an email to all members to gauge interest. We will report back on the results. Ongoing.

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

The Laneway Project organization (whom we met three years ago) has agreed to cover the costs of plant materials for the greening of a portion of the Jackson Place Laneway: \$1,145. Of the 22 tents available, we have opened up six spots for retailers to sign up as vendors. Call for vendors with **17 currently confirmed**: Bevi Birra, Carnival, Caribou Gifts, Carmelitas

The Junction BIA - JUNE Board Meeting

Thursday, June 20, 2024, at 9:30 am

Meeting postponed to July - quorum not met*

Meeting virtually by phone: 778-728-7221 PIN: 301 855 466#

Restaurant, Chiang Mai Junction, Clandestina Mexican Grill, Dirty Food Eatery, Gabby's Junction, Indie Alehouse, Kanto by Tita Flips, Padaria Toronto, Ren's Pets, Taste Seduction, The Alpine, The Friendly Thai, The Sweet Potato, and Zula Burger & Pizza. This week, our restaurant vendors were contacted to complete a questionnaire for Toronto Public Health's Dine Safe Program. So far, we have received our Noise Permit and AGCO, which allows our Vendors to sell alcohol at the event. Our EAP was submitted on June 13. There is a two-week minimum waiting period before it will be approved. In July, we will submit written notices of the event to the City Clerk, Fire Department, Police Department, and Public Health. All marketing collateral is complete, and we will soft launch the event on July 15th.

Window Wonderland

Confirmed sponsorships include Presenting Sponsor Isaan Der Thai Kitchen at **\$12,000**, Social Media Sponsor Taylor Hazell Architects at **\$2,500**, and Sureel.AI Custom Sponsorship at **\$2,500**. Total: **\$17,000** vs Budget **\$25,000**. We have tweaked our Mural Sponsorship position with added benefits and will create a social media call-out for that position. We have completed our Call for Window Partners with **20 confirmed**: AT the dentist, A&W, BOOM Breakfast, BMO, Bhutla Karpoche, Caribou Gifts, Carmelitas, Carnival, Coolearth Architecture, Dance Together Project, Epic Cycles, Grand Bargain, Haveli Home, Isaan Der Thai Kitchen (complimentary with sponsorship), Latitude 44, Maker's Market, MEDS Junction Pharmacy, Pinot's Palette, Taylor Hazell Architects, and Zula Burger & Pizza. Our Call for Muralists Closed on Wednesday, June 5. Although we offered a shorter submission period, we received **68 applications (+/-xx%)**. We are currently working through updating our Window Wonderland marketing collateral. Ongoing.

* * *