

The Junction BIA - February Board Meeting MINUTES
Thursday, February 23, 2023, 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: **Absent:** Heather + Dan **Guests:** Maryan Jimaleh, BMO, Branch Manager

JANUARY Minutes - Kiyo - *Welcome to our guest, Maryan who is considering a board position.*

MTA: Janet Seconded: Manny Unanimous.

JANUARY Financials - Dan, Board Treasurer - Carol to deliver Financials in Dan's absence.

MTA: Manny Seconded: Janet Unanimous.

Mutual funds update from Dan. [Please review these BMO September 30/22 documents before the meeting.](#) Low-risk investment is down. It could be moved to a GIC and be discussed again in January. **UPDATE: Kiyo and Dan are booked for March 3, 11 AM with BMO's new Financial Planner. They will report back at our next meeting.**

9:35 am STREETSCAPING - KIYO AND CAROL

Street Maintenance Program

PGTE spring maintenance is scheduled from **April 3 - May 28**. During this time we will see twice weekly visits by three (3) team members for 2 - 2.5 hours each visit as needed. The regularly updated Street Maintenance reports for 2023 are available [HERE](#).

Landscaping

The upcoming landscaping dates are as follows:

- Winter planter removal: week of March 27
- Spring planter installation: week of April 10
- Summer planter installation: week of May 22

The spring plantings will be distributed throughout the BIA as follows:

- Nine pots of 4.5" pansies and violas in each of the 132 planters, a total of 1,188 plants.
- 12 cell pack pansies and violas for each of the 19 raised tree-bed pollinator gardens, a total of 228 individual plants.
- 90 individual cell pack pansies and violas spread across the three (3) larger pollinator gardens located at BMO.

The spring annuals planting will have a rich pastel yellow as the primary colour with red/violet and blue/violet hues as the complimentary colours. The summer annuals planting will have red/orange, purple, and deeper yellow as the complimentary colours with chartreuse as the foliage colour. There will also be differences in textures and heights between the seasons.

Benches/Capital Cost-Share 50/50 Program

Sure General Contractor has provided the City with a shipping date (from Michigan) **on track for mid March**. SURE's team is working on the tentative installation timeline and will notify the City shortly. There can still be unexpected supply chain issues, so that this date may shift slightly. **The 34 new benches are still scheduled for installation late April - early May.**

Light Pole Banners

The original quote provided by Classic Displays was based on the documentation **we had from 2019 for 45 banners (\$5,720.40 +HST)**. In the end, more banners were installed and that was a cost-share with the City only allowed once as we were replacing some hardware at the same time - representing 50% of actual cost of over **\$11k**. Banners are not a cost-share on their own. We have counted **66 poles** requiring banners, increasing the quote to **\$8,472.42 + HST**. We also plan to have two sample banners printed, totaling \$284.58 + HST. The most recent quote can be viewed [HERE](#). **With \$5,800 in the 2023 Budget, we are recommending the board approve a release of Reserve funds in the amount of \$3,000 to cover the difference in cost so that we may install all 66 new banners.** We plan to clean & make our old banners available to the public.

A motion to approve changes to the 2023 Budget, as outlined above.

MTA: Janet Seconded: Jyhling Unanimous.

CaféTO

The City will implement several changes to the program this year; changes can be viewed [HERE](#). Most noteworthy, fees will be phased in over three years with the full amount charged in 2025. Temporary platforms in curb lane café permit areas will be required to ensure curb lane cafés are fully accessible. Restaurants and bars with a permit for a curb lane café will have a

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grace period until August 1st to install these accessible platforms. Operators will be allowed to use temporary ramps during the grace period. We will encourage participants to get their permanent platforms up earlier in the season to cause minimal disruptions in the summer.

The [CaféTO Property Improvement Program](#) (PIP) will help cover the cost of these platforms, including rental and storage, up to \$7,500. Applications open March 1st.

If someone is applying for a curb lane permit for a patio that is ~12 m / 40 ft long, they will have to pay approximately \$16,333.80 this year (this calculation does not factor in the CaféTO PIP grant). For details on how this number was calculated, click [HERE](#).

We need to email alexander.bordokas@toronto.ca and cafeto@toronto.ca with a copy of the minutes showing the Board's motion stating we will participate in the Pilot.

A motion to approve The Junction BIA's participation in the CaféTO Curb Lane Pilot Program for the 2023 and 2024 seasons. Further details to come from the City.
MTA: Jyhling Seconded: Manny Unanimous.

Pigeon Issue - Keele/Dundas

BMO has had new Pigeon deterrents (pigeon wire/spikes) installed encompassing the entire roof and seem to see successful results. The company they used was Pigeon Guard. This information has been shared with Arthur, property owner kitty-corner to BMO. **Ongoing.**

GRANTS 2023 - Legend: Municipal (M), Provincial (P), and Federal (F)

Grant name	closes	request	status.
Main Street Innovation (M) Music Series	-	\$50,000	- Received \$50,000. Event planning in progress.
Canada Summer Jobs (F)	-	\$6,000	- Awaiting decision - expected in April 2023.
Outdoor Mural and Street Art Program* (M)	Mar 30	up to \$7,500x2	- Application underway - decision
Main Street Innovation Fund** (M)	Mar 17	up to \$50,000	- Application underway - decision mid-May.
Start Partnership (M) - Laneway	-	up to \$60,000	- Application opens April 2023.
Main Street Innovation Fund (M) - WW23	-	\$50,000	- Application opens May 2023.
Total of grants pending (max amount)		\$231,000	

***Outdoor Mural and Street Art Program**

We had four members apply. Two did not meet the requirements of the program - not visible from a main street. We are scheduling a meeting with the property owner of the TD building to see whether or not a mural on their building is viable. We are pursuing an application for the *Women's Health Collaborative*, located east of Keele St, which seems viable. **Ongoing.**

****Main Street Innovation Fund - The Laneway Project**

After no major activity from The Laneway Project team for more than a year, we are moving forward with a 3rd MIF grant submission to the City to create a foundation for them to build upon. If we are able to secure \$50k in funding, we will pursue a large-scale animated mural in the Jackson Place laneway. We are meeting with PGTE on Feb 16 to discuss maintenance/landscaping possibilities in the laneway, and the property owner of the Treasury Building on Feb 17 to discuss the possibility of a mural. The results of these meetings will impact the proposal. We have also reached out to The Laneway Project inquiring whether they are able to secure sponsorships so that we may apply for the Main Street Innovation Legacy Stream, up to \$100K if we're able to contribute \$100K ourselves - something they would take the lead on. **Ongoing.**

RTO Funding

Our contact at FedDev has informed us that funding for 2023 will not be continuing. Grants that previously existed, such as the [Tourism Relief Fund](#) and [My Main Street](#) will not relaunch this year.

Funding for WW24

Some grants require an application in 2023 for funding to be released in 2024, including [Canada Arts Presentation Fund](#) and [Cultural Festivals Funding Program](#). Funding bodies have been emailed to set up meetings and confirm eligibility.

10:10 am MARKETING - KIYO AND CAROL

Social Media Update

As of February 15, we have 14,003 Instagram followers, 7,587 Facebook page likes, 5,729 Twitter followers and 2,814 Mailchimp subscribers. **So our total digital following is now 30,133.** We will update this monthly.

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Window Wonderland

We have confirmed that our 2022 Presenting Sponsor, Isaan Der Authentic Thai Kitchen, is returning as our 2023 Presenting Sponsor for \$10,000 (up from \$7,500 in 2022). We have also confirmed 9 out of 20 Window Partners for \$550 (up from \$500 in 2022), with 6 being returning businesses (Coolearth Architecture inc., Epic Cycles, Haveli Home & Decorative Arts, Pinot's Palette, Shoxs Billiard Lounge and Vidal Barber Studio) and 3 being new businesses (Dance Together Project, Taylor Hazell Architects Ltd. and Women's Health Collaborative). We will continue to push sign ups for our 2023 exhibition.

We have also completed the 2022 Window Wonderland final report, which can be found [here](#). In addition to the highlights we shared last week, we have also received analytics from GEOmarketing (see slides 13-16) that show that not only is our year-round 2022 visitation UP by 1.2M but the total for November/December combined was **550K over the previous year**. We also learned that our average local attendance (living less than 1 km) is at 46% vs 40% last year. These figures indicate that we're back on track to pre-Covid numbers with our local audience supporting Window Wonderland.

Pop-Up Music Series

We have confirmed the headliner for the Finale Street Concert on McMurray, we will announce this in the coming weeks. We are also currently looking for 15 different retail venues to host the weekly performances from June to September. We have sent around a sign-up sheet to businesses, with a deadline of February 28th to sign-up. **We currently have 8 interested businesses**. Also, a **Sidewalk Sale is planned for Sat Sept 9**, the last day for the Music Series and the Finale Street Concert in the evening. Please spread the word on this! We will start to work on the Finale Street Concert artwork in March.

Sponsorship Opportunities 2023

We have completed our Master Sponsor Deck which includes all levels of participation, from our Window Wonderland Social Media Highlight Sponsor to our Window Wonderland Presenting Sponsor of \$10,000. This week we sent this deck to our potential sponsors, which includes developers, real estate agents, architects and a variety of other businesses. We have already confirmed our Window Wonderland Presenting Sponsor position and have two meetings set up to discuss our other opportunities. Ongoing.

The Junction Street Theatre

We have completed the 2022 final report, which can be found [here](#).

NEW! Historical Photo Exhibition

To commemorate our 50th anniversary we have partnered with Latitude 44 Gallery Framing Decor to present an Interactive Photo Exhibition & Silent Auction featuring archival Junction photography from 100 years ago. Each image is accompanied by informative signage, and as a bonus, one of the photographs will be animated with augmented reality (AR) by globally successful artist Benjamin Mitchley. The exhibit will be open from March 1-31 at Latitude 44 Gallery Framing Decor. Bids will be accepted in person up until 6 pm on Friday, March 31, during retail hours. Latitude 44 Gallery Framing Decor will also host a private reception on Thursday, March 30th from 6pm-8pm.

We have created a 4 x 6-ft [transit shelter poster](#) (at two locations - both complimentary) & 11 x 17" member poster, [exhibition postcards](#), [social media graphics](#) and an [online poster](#) to promote the event. We announced the event last week via Mailchimp, have weekly posts scheduled, postcards have been delivered and the transit shelter posters are set to be installed on Thursday.

NEW! Half Century Member Feature

As part of our anniversary, we will feature long-standing neighbourhood businesses that were here when the BIA was founded in 1973. Commemorating our first Half Century Member, we have Solnik and Solnik PC Barristers and Solicitors, located at 2991 Dundas St W, founded in 1963 by Mr. Sidney Solnik. We have their interview feature showcased on our [website](#) and will promote this by sending out a Mailchimp email this week, along with a [social media post](#). We will continue to feature these businesses over the next several months. **If you know of another business operating in the Junction since 1973, please ask them to contact us.**