

**The Junction BIA - OCTOBER Board Meeting MINUTES**  
**Thursday, October 26, 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:** Heather      **Absent:** Manny      **Guests:** Marianne

**SEPTEMBER Minutes** - Kiyo, Chair

**MTA:** Janet      **Seconded:** Dan      **Unanimous.**

**SEPTEMBER Financials** - Dan, Board Treasurer

**MTA:** Maryan      **Seconded:** Janet      **Unanimous.**

**\*See the draft 2024 City Budget and AGM Presentation below. Review at this meeting!**

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

**Streetscaping**

September Maintenance Report [here](#). Annual plants are to be removed by October 30th. Also, starting October 30th, we will reduce maintenance labour hours to two weekly visits. Winter planter installation will begin on **November 13** (weather permitting) and will be complete on **November 17** - right on time for the opening of Window Wonderland.

Our research shows that restaurant patrons contribute significantly to cigarette butt litter which is time-consuming to clean up. To address this issue, we're launching the **ButtOut Clean Streets Initiative**, a pilot program to encourage responsible disposal of cigarette butts. Beginning by installing six outdoor smoker receptacles, the goal is to free up more of PGT's time for essential tasks like weeding and maintaining our neighbourhood. Ongoing.

**Perennial Pilot Project on Heintzman**

In our native Perennial Pilot Project, we've witnessed significant success. However, we are exercising caution and giving it more time before proceeding with the complete replacement of all our annuals with perennials. Our primary goal is to guarantee a successful transition. PollinateTO has voiced concerns about the planter boxes' depth, which might not accommodate the native perennial root systems. Consequently, they have yet to support us with a grant for this initiative. We seek guidance from an expert to make informed choices regarding the perennials for our Butterfly Gardens.

**Butterfly Gardens**

To keep a clean and more well-maintained look to our Butterfly Gardens, we have asked PGT to increase their upkeep of the perennial butterfly gardens. There will be more pruning and shaping as long as it does not affect the late fall blooms, a major life source for migrating pollinators. **Starting in the spring of 2024, there will be regular monthly check-ins with BIA staff** and PGT workers to ensure the gardens are maintained to our satisfaction.

**City Trees**

The TABIA office has also faced challenges booking a meeting with the Urban Forestry (UF) department. This concern is shared with other BIAs across Toronto, and we are eagerly awaiting a response from UF and Rebecca at the BIA Office. **Ongoing. Jenna to follow up.**

**Benches**

The bench at Epic Cycles has been removed, and it is currently in storage with plans for its future installation at the Old Stonehenge development, The Pacific at 2968 Dundas St W. Regrettably, **we have encountered an issue with graffiti on our 34 new benches**, which is disheartening to witness. It is crucial to protect our community assets from such defacement. We conducted a walkabout and saw that **21 benches** showed signs of graffiti and staining, which must be removed by sanding per the manufacturer's instructions. Now that the wood has aged, to prevent this from becoming a

**The Junction BIA - OCTOBER Board Meeting MINUTES**  
**Thursday, October 26, 2023, at 9:30 am**  
**Meeting virtually by phone: 778-728-7221 PIN: 301 855 466#**

recurring problem, we've secured a quote of ~\$5,500. from Sure, the city's contractor who installed the benches, to apply an **anti-graffiti coating** to all benches this month. However, if weather is a factor, we will consider completing the work in the spring of 2024. Ongoing.

### **CaféTO**

Patios were deconstructed and removed by the City on **October 11**. The removal date was subject to change due to unexpected weather, road emergencies or any other delay beyond our control. We have provided our feedback to the City, including operators' comments. Ongoing.

### **Grants**

We did not receive funding from the **stART Partnership program**. Additionally, we are no eligible for the **PollinateTO grant** since we are not expanding or creating any new butterfly gardens next year.

| Grant name                                      | Closes        | Request               | Status                                   |
|-------------------------------------------------|---------------|-----------------------|------------------------------------------|
| Main Street Innovation (M) Music Series         | -             | \$50,000              | - Awarded \$50,000                       |
| Canada Summer Jobs (F)                          | -             | \$6,000               | - Awarded \$4,296                        |
| Outdoor Mural and Street Art Program (M)        | Mar 30        | up to \$7,500x2       | - Awarded \$7,500                        |
| <b>Main Street Innovation Fund (M) Laneway</b>  | <b>Mar 16</b> | <b>\$50,000</b>       | <b>- Awarded \$50,000 - 2024 project</b> |
| CafeTO BIA Grant                                | May           | \$5,000               | - Awarded \$5,000                        |
| <b>StART Partnership (M) - AR Laneway Mural</b> | -             | <b>up to \$70,000</b> | <b>- Not Approved - October</b>          |
| <b>PollinateTO (M) - Maintenance</b>            | -             | <b>up to \$5,000</b>  | <b>- Not applicable this year</b>        |
| <b>Total of grants pending vs. received</b>     |               | <b>\$201,000</b>      | <b>\$116,796 Awarded to date</b>         |

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

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

### **Social Media Update**

As of October 18, we have 15,382 Instagram followers, 7,852 Facebook page likes, 5,656 Twitter followers and 3,020 Mailchimp subscribers. So, our **total digital following is now 31,910**. We will update this monthly.

### **Window Wonderland**

Muralists are currently painting their murals, which will all be finalized by **October 20**. Animations will also be completed by early next week. We have hired a photographer and a videographer, who will shoot on Saturday, November 25. All marketing materials are complete and will be released on our soft launch on **November 1st**. Both 50-ft billboards have been ordered and will be installed by **October 31**; our Astral TSA poster and the 11 x 17" member poster distribution were installed this week. Sponsorship solicitation is ongoing for the remaining **AR mural billboard** sponsorship position. Ongoing.

### **Pop-Up Music Series**

We are in the process of completing the final report and will share it once it is complete. Ongoing.

### **\*Board - Misc.**

- 1. Draft 2024 City Budget.** Board review with staff [HERE](#). Reviewed and approved by the board with the potential of a slight adjustment to the PGTE proposals (to include increased labour costs). Change to the Levy will remain at ~4%. AGM presentation review in October.
- 2. Draft AGM Presentation** [HERE](#). Motions added to the presentation.

**Thursday, November 23, 9:30 a.m. Annual General Meeting - Board Member Attendance is required.**