

The Junction BIA - AUGUST Board Meeting

Thursday, August 15, 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:**

JULY Minutes - Kiyo, Chair
MTA: Dan Seconded: Maryan Unanimous.

JULY Financials - Dan, Board Treasurer
MTA: Jyhling Seconded: Dan Unanimous.

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

New Businesses Welcomed by Staff

Erica's Waxing Clinic - 2909 Dundas St W - inside Cosimo's Hairstyling

Streetscaping/Maintenance

You may view the July Maintenance Report [here](#). There were **15 (-29%)** instances of tagging and **11 (+22%)** cases of vertical littering (posters/stickers).

On August 2nd, the Urban Forestry Department added mulch to the city tree beds within our boundaries, enhancing the area's appearance and helping combat weeds. PGT has been actively removing weeds from sidewalks and tree beds. Some trees have been sprouting suckers due to root system injuries. PGT believes these suckers are a response to the damage, and this stress reaction is likely to continue. PGT will monitor these trees, prune suckers that obstruct sidewalks to ensure pedestrian safety and reassess the trees in Spring 2025. Ongoing.

Graffiti Removal

The [Patterns of the Junction](#) AR mural (rear Benjamin Moore on Pacific) was removed due to severe tagging.

Signet Group, the owners of the property at 2978 Dundas St W, which includes [Toronto's Favourite Meeting Place](#) (east side of the Arts Market on Pacific), will soon have the large tags on their building removed. Since the tags first appeared, the BIA has requested weekly that the mural be cleaned. However, because the mural lacked an anti-graffiti coating, the tagging and removal efforts have severely damaged it, leaving it nearly unrecognizable. We have requested Signet Group to prime over the mural and apply an anti-graffiti coating to protect the wall further and deter future tags by Friday, August 16. A 311 Officer has spoken to Signet Group, and the office elected not to discipline Signet Group since they have contracted a plan to remove the tags. If the tags remain after 2 weeks, they will begin the disciplinary process. 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 grant 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)	Sept 19	up to \$15,000	Application in progress - WW25
Special Events Stabilization Initiative (M)	Sept 30	up to \$2,000	Opens Aug 19 - Taste 2025

Total 2024 Grants Received To-Date: \$67,663. (All City grants) vs \$5,000 Budgeted. 2023 Grants \$96,388, 2022 Grants \$158,755.

The Junction BIA - AUGUST Board Meeting
Thursday, August 15, 2024, at 9:30 am
Meeting virtually by phone: 778-728-7221 PIN: 301 855 466#

- (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.*
- (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.*

Mural Projects

Muralist Lula Lumaj has completed the [Flora and Fauna](#) mural on Bruce's Gifts and Variety (including anti-graffiti), and Animator Sima Naseem is working on the accompanying animation. The animation will be ready for viewing closer to the end of August and included in Window Wonderland 2025.

Traffic Safety

In June, we sent a letter to Gord Perks' office and the Transportation Department requesting they revisit their decision to add a new traffic light at Quebec Ave and study its impact on traffic. We have continued asking for follow-ups from Gord Perks' office, but they have not yet received a response from the Transportation Department. We requested a [WYSP sign](#) to be installed on Dundas St W travelling westward that will be installed within the next two weeks. Ongoing.

Encampment on Keele Street

An individual set up an encampment on the southwest corner of Dundas and Keele St in late July. Upon learning they could set up the encampment on public property (the sidewalk) they moved off BMO's private parking lot. Through many emails with 311, and Councillor Gord Perks' office, we were able to provide the individual with the support they needed through connecting them with the Streets to Homes Street Outreach & Support Program. As of Monday, August 12, they have left the corner.

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: **53 responses**. We will share the analytics in a lobby letter to Gord Perks' office. Ongoing.

Action Plan for Toronto's Economy

On July 23rd, the City of Toronto's Economic Development Department presented the Action Plan for Toronto's Economy. Please click [here](#) for the presentation. If you'd like to submit comments or questions within the next few days, please email Lesley Vaage (EcDev) at Lesley.vaage@toronto.ca

10:15 am MARKETING/EVENTS - KIYO AND CAROL

Social Media Update

As of August 8, we have 18,162 Instagram followers, 8,118 Facebook page likes, 5,627 X (formerly known as Twitter) followers, 2,714 Threads followers and 3,621 Mailchimp subscribers. Our total digital following is now **38,245**. We will update this monthly.

Butterfly Gardens Walking Tour

Since our launch of the Walking Tour on July 11, we have sold out at 82 RSVPs. Due to inclement weather, attendance was not great: only 10 guests, including Carol. Parkdale Green Thumb staff, led by Aaron, produced an outstanding tour that was both informative and inspiring. For future tours, we're considering charging \$8 per person, with kids attending for FREE, and splitting the funds 50/50 with PGT. This nominal fee makes it feel exclusive and may guarantee attendance. Ongoing.

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

MARKETING: We soft launched on July 15th, this marketing campaign will run through September 7. Councillor Gord Perks has agreed to join us and MP Arif Virani has given us a maybe. Our [Astral TSA poster](#) was installed on August 1 and our

The Junction BIA - AUGUST Board Meeting

Thursday, August 15, 2024, at 9:30 am

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

[member posters](#) were distributed by Julian. We have completed our press release with our Publicist, Stacey, ([see here](#)). She has begun targeted pitching and we released the press release via Mailchimp on August 12. We will send out an email reminder on August 19 regarding Epic Cycles' grand prize contest for an Electric Bike **valued at \$3,400**. Our printed promotional material ([see here](#)) with Metrolinx was installed on August 12 and the digital pieces will be distributed a week before the event. Our digital ads with DestinationTO were posted to their website on August 8. Influencer Elise Purdon visited four participating businesses (**Indie Alehouse, Clandestina Mexican Grill, Kanto by Tita Flips and Bevi Birra**) to take video footage and create an IG reel to help us promote the event. OPS: Toronto Public Health/DineSafe has contacted all of our food vendors and approved their participation. PGT conducted a high-impact site pruning on August 12. Planter installation in the laneway will happen from August 26 - 30. The following week, we will see plants installed and the final cleanup of the laneway and event site. Notices of Work have been provided to those impacted by the mural installation, which will take place on August 15, weather dependent.

Window Wonderland

Confirmed sponsorships include Presenting Sponsor Isaan Der Thai Kitchen at **\$12,000**, Social Media Sponsor Taylor Hazell Architects at **\$2,500**, AR Mural Sponsor MEDS Junction Pharmacy at **\$2,500** (*upgraded from Social Media Sponsor*), and Sureel.AI Custom Sponsorship at **\$2,500**. Total 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. We are currently working through updating our Window Wonderland marketing collateral. Ops: Muralists are continuing to work on their draft mural sketches for WP and BIA approval, and they are receiving technical advice from Benjamin, our Art Consultant, and Animators, who are working on their storyboards. Paint week has been moved up to early October to allow for warmer weather and provide Animators more time with the final artwork. Ongoing.

H.R. - New Marketing Coordinator

We have hired [Haley Johnson](#), Marketing Coordinator to cover Taylor's maternity leave until October 2025, starting Aug 12. Taylor is training Haley the week of Aug 12, introducing her to our filing system, our events, getting her logged into all of the marketing related software, etc. Carol will be training her the week of Aug 19 on "bigger picture" items. Haley will also be in charge of taking photos and video at Taste of the Junction so we have behind the scenes footage to share the day of the event and for our archives. Haley will gradually take over the social media responsibilities while Taylor trains her on the other marketing related tasks up until Oct 4.

* * *