

**Present:** Mayor Mitchell  
Councillor Alexander  
Councillor Leahy  
Councillor Lee  
Councillor Mulcahy  
Councillor Newman  
Councillor Roy  
Councillor Shahid  
Councillor Yamada

**Also Present:** M. Gaskell, Chief Administrative Officer  
S. Beale, Commissioner of Public Works  
P. LeBel, Commissioner of Community and Marketing Services  
W. Mar, Commissioner of Legal and By-law Services/Town Solicitor  
K. Nix, Commissioner of Corporate Services/Treasurer  
R. Saunders, Commissioner of Planning and Development  
C. Siopis, Manager of Corporate Communications  
C. Harris, Town Clerk  
H. Oerlemans, Council and Committee Coordinator (Recording Secretary)

**Regrets:** None noted

---

Call to Order

Call of the Roll: The Clerk

1. Declarations of Pecuniary Interest

1.1 There were no declarations of pecuniary interest.

2. Presentations - Planning and Development  
Councillor Roy assumed the Chair.

2.1 There were no presentations.

3. Delegations - Planning and Development

3.1 There were no delegations.

4. Correspondence - Planning and Development

4.1 There was no correspondence.

5. Staff Reports - Planning and Development

5.1 Planning and Development Department Report, PL 19-19  
Re: Draft Plan of Condominium – 2500564 Ontario Limited (o/a Golden Falcon Homes), 4070 and 4080 Garrard Road, File CW-2018-02

A discussion ensued between Members of Committee and Staff with respect to the ability to pass a by-law to delegate authority to the Commissioner of Planning and Development to approve draft plans of Condominium subject to Staff comments and to confirm the conditions of draft plan approvals have been met.

Recommendation:

Moved By Councillor Leahy

1. That Council approve the application for a Draft Plan of Condominium (CW-2018-02) subject to the comments included in Planning Report PL 19-19 and the conditions of draft plan approval included in Attachment # 4;
2. That the Mayor and Clerk be authorized to execute the Condominium Agreement for the subject property; and,
3. That the Clerk advise the Commissioner of Planning at the Region of Durham of Council's decision.

**Carried**

5.2 Planning and Development Department Report, PL 20-19  
Re: Variance to the Permanent Sign By-law for a Menu Board Sign at 75 Consumers Drive, File SB-01-19

Recommendation:

Moved By Councillor Shahid

That Council approve a variance to the Town of Whitby Permanent Sign

By-law # 7379-18 for Permit World Consulting Services Inc. (Starbucks) at 25 Consumers Drive, to permit one (1) menu board sign with an area of 1.86 square metres.

**Carried**

6. New and Unfinished Business - Planning and Development

**6.1** New and Unfinished Business - Planning and Development

Councillor Yamada inquired about updates to MD 1970 regarding the status of negotiations with Devil's Den Golf Course and the receipt of comments from the Central Lake Ontario Conservation Authority (CLOCA). He further inquired regarding the timeline associated with resolving the issues.

It was the consensus of the Committee to hear item 8.1, Delegation by Mary Shea, at this time.

7. Presentations - General Government  
Councillor Yamada assumed the Chair.

**7.1** Corporate Rebrand Project (see also Staff Report CAO 05-19)  
Carlene Siopis, Manager of Corporate Communications and Marsh Thornley, Vice President, Client Services and Carmen Serravalle, Vice President Creative, Scott Thornley + Company

Carlene Siopis, Manager of Corporate Communications and Marsh Thornley, Vice President, Client Services and Carmen Serravalle, Vice President Creative, Scott Thornley + Company, appeared before the Committee and provided a PowerPoint presentation regarding the Corporate Rebrand Project. Highlights of the presentation included:

- the benefits of rebranding;
- the various engagement strategies such as social media, online surveys, feedback cards, a community open house, and an interested parties list to solicit feedback;
- the core brand attributes that were identified by the engagement strategy;
- the various phases of the Corporate Rebrand Project; and,
- the branding icon, attributes, colour palates and branding story.

A question and answer period ensued between Members of Committee, Ms. Serravalle, Mr. Thornley, and Staff regarding:

- the community buy-in and negative responses through social media related to the design of the logo;
- the need for additional community engagement regarding the

logo;

- the ability to adjust and tweak the logo at this stage;
- the ability to incorporate a slogan as part of the brand; and,
- the positive feedback received from stakeholders.

8. Delegations - General Government

**8.1** Mary Shea representing Whitby Tennis Club

Re: Community and Marketing Services Department Report, CMS 09-19  
Court Fees, Whitby Minor Sport Organizations Field Fees, Arena Floor  
Fees, Lacrosse Box Fees

Mary Shea, representing Whitby Tennis Club, appeared before the Committee and stated that the Whitby Tennis Club was grateful and appreciative of Council and Staff's response to club member and residents' concerns regarding court fees by exploring alternative options and strategies.

**8.2** Shelly Rooney, representing Whitby Eagles Board of Directors

Re: Community and Marketing Services Department Report, CMS 09-19  
Court Fees, Whitby Minor Sport Organizations Field Fees, Arena Floor  
Fees, Lacrosse Box Fees

Recommendation:

Moved By Councillor Leahy

That Committee suspend the rules of procedure in order to hear a delegation from Shelly Rooney with respect to Item 10.5, CMS 09-19.

**Carried on a Two Thirds Vote**

Shelly Rooney, representing Whitby Eagles Board of Directors, appeared before the Committee and stated that the increase in user fees would have a negative financial impact on fastball organizations, particularly in cases of cancellations due to inclement weather. Ms. Rooney requested a deferral of user fee increases regarding ball diamonds and that an alternative process regarding baseball diamond booking and subsequent cancellations of permits be reviewed in order to make the process more accessible to user groups.

A question and answer period ensued between Members of Committee, Ms. Rooney and Staff regarding the current process for booking and cancellation practices for ball diamonds and the possibility of deferring

user fee increases.

It was the consensus of the Committee to hear Item 10.5, CMS 09-19, at this time.

- 8.3** Karey Anne Large, Executive Director, Downtown Whitby Business Improvement Area  
Re: Office of the Chief Administrative Officer Report, CAO 05-19  
Corporate Rebrand Project, Phase Two - Final Report

Karey Anne Large, Executive Director, Downtown Whitby Business Improvement Area, appeared before the Committee and stated that the Downtown Whitby Business Improvement Area Board Members were in support of the Town's Corporate Rebrand Project and advised that the feedback received regarding the logo was generally positive.

9. Correspondence - General Government

- 9.1** There was no correspondence.

10. Staff Reports - General Government

- 10.1** Office of the Chief Administrative Officer Report, CAO 05-19  
Re: Corporate Rebrand Project, Phase Two - Final Report

A question and answer period ensued between Members of Committee and Staff regarding the Corporate Rebrand Project and included:

- the cost of each phase as well as the total cost of the Corporate Rebrand Project to date;
- whether the branding could be modified to include the Town's Corporate Seal;
- the time and cost implications associated with modifications to the logo; and
- the cost and time associated with obtaining future community feedback via an open house.

Recommendation:

Moved By Councillor Lee

1. That Report CAO 05-19 be referred to Staff to hold an open house for the purpose of obtaining additional community feedback on the recommended logo and brand; and,
2. That Staff report to Council in Q2 2019 with a summary of feedback from the open house prior to engaging in additional

branding.

**Motion Lost**

Recommendation:

Moved By Councillor Leahy

1. That report CAO 05-19 be received for information;
2. That Council endorse the recommended master logo and brand shown in Attachment 1;
3. That staff develop corporate brand guidelines and standards using the recommended brand and that the new guidelines and standards incorporate the use of the Town crest as the official corporate seal; and,
4. That staff take the necessary legal steps to protect the intellectual property of the Town's new logo and brand by registering the required trademarks and/or copyrights.

**Carried**

**10.2** Corporate Services Department Report, CS 13-19  
Re: Reporting Requirement Per Ontario Regulation 284/09

Recommendation:

Moved By Councillor Leahy

That Report CS 13-19 of the Commissioner of Corporate Services/Treasurer be received as information.

**Carried**

**10.3** Community and Marketing Services Department Report, CMS 05-19  
Re: Seniors Programming Changes – Seniors Van Service and Seniors' Activity Centre Hours of Operation

A discussion ensued between Members of Committee and Staff regarding:

- the cost implications of maintaining the Whitby Seniors' Van Service;
- the potential proceeds should the van be sold;
- the possibility of creating new programs for seniors;

- the potential use of the van by other departments;
- the possibility of storing the van for a period of time before disposing of it; and,
- the steady annual decline for use of the Whitby Seniors' Van Service.

Recommendation:

Moved By Councillor Newman

1. That Staff be directed to report back regarding the future of the Whitby Seniors' Van Service after exploring all options for the continuation of this service, once it has been determined by Elexicon Energy whether the annual sponsorship for the van will be maintained, and pending finalization of the staff requirements for a schedule of new recreation programs at The Village of Taunton Mills.

### **Motion Lost**

Recommendation:

Moved By Mayor Mitchell

1. That Council approve discontinuing the Whitby Seniors' Van Service in September 2019; and,
2. That the adjusted hours of operation for the Whitby Seniors' Activity Centre on Saturday and Sunday effective July 2019 be received as information.

### **Carried**

- 10.4** Community and Marketing Services Department, Corporate Services Department and Planning and Development Department Joint Report, CMS 07-19  
Re: 128 Brock Street South

Recommendation:

Moved By Councillor Leahy

1. That Council declare Part of Lots 31 and 32, Plan H-50032, 1st 1. Double Range, being Part 1, Plan 40R-12663, and know

- municipally as 128 Brock Street South, as shown on the sketch identified in the appendix to this report, surplus to its needs;
2. That in accordance with the provision of the Municipal Act, 2001, and the Town of Whitby's Acquisition, Sale or Other Disposition of Land Policy and By-law, the Town give notice of its intention to sell the subject property by placing an advertisement in the newspaper, post notice on the Town's website and post a sign on the property for not less than ten days;
  3. That the Terms of Reference for the Expression of Interest (EOI) for the redevelopment of the municipally owned property at 128 Brock Street South be approved;
  4. That the EOI be issued and staff report back on the submissions received and the preferred candidate(s) recommended to move to the next phase of the project;
  5. That item MD 3454 be lifted from the New and Unfinished Business – General Government; and,
  6. That the Mayor and Clerk be authorized to execute the necessary documents to give effect thereto.

**Carried**

**10.5** Community and Marketing Services Department Report, CMS 09-19  
Re: Court Fees, Whitby Minor Sport Organizations Field Fees, Arena Floor Fees, Lacrosse Box Fees

A question and answer period ensued between Members of Committee and Staff regarding the impact of deferring user fees and the process for booking field permits.

Discussion ensued regarding:

- the inability of the current booking software to provide online cancellations;
- the necessity of completing the foundational investments included in the IT Strategic Plan prior to developing an online booking and permitting system;
- the availability of Staff to deal with bookings after regular hours;
- encouraging communication between organizations and Staff; and,
- the potential financial implications to the Town should the increase in user fees be deferred.

Recommendation:

Moved By Councillor Leahy



1. That Council approve the proposed Minor Sport Organizations Field Fees, Court Fees, Arena Floor Rental Fees, and Lacrosse Box Fees for 2019 and 2020 as outlined in Attachment 1;
2. That Staff be directed to meet with the Whitby Tennis Club to discuss the potential of an operating and capital agreement for the use of the Iroquois Park Sports Centre tennis courts;
3. That the Clerk be authorized to amend the Consolidated Fees and Charges By-law # 7220-17 to include the Community and Marketing Services Fees Schedule attached to the staff report; and,
4. That item MD- 4735 pertaining to CMS 03-19 2019 Programs and Services Fees be lifted from the New and Unfinished Business list.

**Carried later in the meeting [See following motions]**

Recommendation:

Moved By Councillor Leahy

That the main motion be amended as follows:

1. That Item 1 be amended to read as follows:  
'That Council approve the proposed Court Fees, Arena Floor Rental Fees, and Lacrosse Box Fees for 2019 and 2020 as outlined in Attachment 1'.
2. That a new Item 2 be added as follows:  
'That Council approve the proposed 2019 Minor Sport Organization Field Fees outlined in Attachment 1 effective April 1, 2020'.
3. That the remaining items be renumbered accordingly.

**Motion Lost**

The main motion was then carried.

It was the consensus of the Committee to hear Item 7.1, presentation regarding the Corporate Rebrand Project, at this time.

**10.6 Public Works Department Report, PW 05-19  
Re: 2019 Community Waste Event**

Recommendation:

Moved By Councillor Roy

That report PW 05-19 be received as information.

**Carried**

**10.7** Office of the Town Clerk Report, CLK 02-19  
Re: Council-Staff Relations Policy

Recommendation:

Moved By Councillor Leahy

That the Council-Staff Relations Policy appended to Report CLK 02-19 as Attachment #1 be approved.

**Carried**

**11.** New and Unfinished Business - General Government

**11.1** New and Unfinished Business - General Government

There was no new and unfinished business.

**12.** Adjournment

**12.1** Motion to Adjourn

Recommendation:

Moved By Councillor Leahy

That the meeting adjourn.

**Carried**

The meeting adjourned at 9:54 p.m.

**13.** Advisory Committee Minutes – For Information Only

**13.1** There were no Advisory Committee minutes.