

Brooklin Downtown Development Steering Committee Minutes
January 23, 2020 – 8:00 AM
Craft Room, Brooklin Community Centre & Library
8 Vipond Road

Present: Daniel Acre
Lynda Armstrong, Heritage Whitby Advisory Committee Representative
Rick Batty
Paul Haynes
Steve Kee, Chair
Denise Laframboise, Vice-Chair
Susan Madden
Tamara McKee
Natalie, Prychitko, Whitby Chamber of Commerce Representative (left at 9:15 a.m.)
Cameron Richardson (left at 9:10 a.m.)
Jennifer Santos

Also Present: Councillor Lee, Mayor's Designate
Mallory Dawson, Whitby Public Library Representative
Joshua Schembri, Project Engineer, Capital Projects
Daniel Van Kampen, Economic Development Officer
Christy Chrus, Staff Liaison, Principal Planner, Downtowns and Cultural Heritage
Heather Oerlemans, Council and Committee Coordinator (Recording Secretary)

Regrets: Paul Haynes
Tamara McKee

Call to Order

1. Appointment of Chair

- 1.1** The Committee was advised that the appointment for Chair and Vice-Chair of the Brooklin Downtown Development Steering Committee for the January 1, 2020 to December 31, 2020 term would take place at this time.

Christy Chrus called for nominations for the position of Chair of the Brooklin Downtown Development Steering Committee.

Rick Batty nominated Daniel Acre for the position of Chair of the Brooklin Downtown Development Steering Committee.

Daniel Acre declined the nomination

Cameron Richardson nominated Steve Kee for the position of Chair of the Brooklin Downtown Development Steering Committee

Steve Kee accepted the nomination.

There were no further nominations and the nominations were closed.

Christy Chrus called for nominations for the position of Vice-Chair of the Brooklin Downtown Development Steering Committee.

Daniel Acre nominated Denise Laframboise for the position of Vice-Chair of the Brooklin Downtown Development Steering Committee.

Denise Laframboise accepted the nomination.

There were no further nominations and the nominations were closed.

Recommendation:

Moved By Cameron Richardson

That Steve Kee be appointed Chair of the Brooklin Downtown Development Steering Committee for a term ending on December 31, 2020.

Carried

Recommendation:

Moved By Daniel Acre

That Denise Laframboise be appointed Vice-Chair of the Brooklin Downtown Development Steering Committee for a term ending on December 31, 2020.

Carried

Steve Kee assumed the Chair.

2. Disclosures of Interest

2.1 There were no disclosures of interest.

3. Approval of Previous Minutes

3.1 Minutes - October 31, 2019

Recommendation:

Moved By Rick Batty

That the Brooklin Downtown Development Steering Committee minutes of October 31, 2019 be approved.

Carried

4. Presentations

4.1 Heather Oerlemans, Council and Committee Coordinator, Town of Whitby

Re: Advisory Committees Policy and Procedures Refresher

Heather Oerlemans, Council and Committee Coordinator, provided a presentation regarding Advisory Committees' Policy and Procedures.

Highlights of the presentation included:

- the responsibilities of staff, Mayor's Designate, Chair, Vice-Chair and Members of advisory committees;
- meeting etiquette, decorum and rules of debate;
- procedures for motions; and,
- rules related to presentations and delegations.

5. Delegations

5.1 There were no delegations.

6. General Business and Reports

6.1 Brooklin Downtown Development Steering Committee Strategic Plan: Adoption

Christy Chrus requested that the Committee review the Strategic Plan for final revisions.

Daniel Acre advised that the mandate remained unchanged and outlined the objectives within the Strategic Plan.

Discussion ensued regarding:

- focusing on two or three objectives per calendar year in order to optimize the Committee's time and resources;
- adding an additional business event under Recommendation 7;
- changing the time line for future Business Improvement Area (BIA) discussions from short (1-3 years) to medium or high (3-10 years);
- setting up a BIA booth at events to provide information and foster discussions with business owners;
- including 'encouraging hotel developments' under Recommendation 4; and,
- tourism as a source of revenue for local businesses.

Recommendation:

Moved By Natalie Prychitko

That the Brooklin Downtown Development Steering Committee approve the Brooklin Downtown Development Steering Committee Strategic Plan, as amended.

Carried

6.2 Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee Meeting Update

Christy Chrus advised that the Committee's preference for future Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee meetings was to hold two meetings per year with one speaker each. Ms. Chrus further advised that the top three topics of interest included:

- inviting a representative from another municipality;
- how to engage businesses at events; and,
- tips and ideas for the beautification of the downtowns.

6.3 2019 Annual Report

Christy Chrus advised that the Committee was required to prepare a 2019 Annual Report for Council. Ms. Chrus further advised that the 2019 Annual Report should outline the accomplishments of the Committee in 2019 and that the Strategic Plan would be attached to the Annual Report for information purposes for Council. She suggested that the

Chair and Vice-Chair prepare the draft of the 2019 Annual Report which would then be circulated to the Committee for review.

6.4 Mid-Block Arterial Road Environmental Assessment Update

Cameron Richardson advised that he attended a public consultation on the Mid-Block Arterial Road Environmental Assessment. Mr. Richardson stated that the consultation provided information on the history, issues that may be encountered, and technological information pertaining to the Mid-Block Arterial Road. He advised that Town notices regarding the Mid-Block Arterial Road should clarify that the Mid-Block Arterial Road and ownership of Baldwin Street were two separate items as many attendees believed that the Mid-Block Arterial Road Environmental Assessment pertained to both issues.

Discussion ensued regarding:

- the completion date of the Mid-Block Arterial Road Environmental Assessment;
- the concerns expressed by the attendees; and,
- the demographics of the attendees.

6.5 Whitby Chamber of Commerce Update

Natalie Prychitko provided updates regarding:

- the status of upcoming events such as the Chamber on Tap and Curling Event; and,
- the Regional Chair Luncheon.

6.6 Heritage Whitby Advisory Committee Update

Lynda Armstrong provided updates regarding:

- the various Town events that the Heritage Whitby Advisory Committee would be attending in 2020;
- 'Discover the History of Brooklin in Brooklin' program at the Brooklin Community Centre and Library; and,
- the increase in applications to the Heritage Property Tax Rebate program.

6.7 Whitby Public Library Update

Mallory Dawson advised that the Library would be focusing on literacy, life long learning, and seniors as part of their Strategic Plan. Ms. Dawson further advised that the Whitby Public Library was nominated for the Angus Mowat Award of Excellence for their commitment to

excellence in the delivery of public library service through their partnership with the Town for Bike Month activities.

6.8 Economic Development Update

Daniel Van Kampen provided updates regarding:

- the 2019 Economic Development Annual Report;
- the status of Whitby's ISO 37120 designation through the World Council on City Data;
- the 2020 Economic Development Strategy; and,
- the Employment Land Investment Readiness Project.

6.9 Public Works Department Update

Joshua Schembri advised that the consultant would begin working on the Highway 7-12 Alternate Route Feasibility Study.

7. Correspondence

7.1 There was no correspondence.

8. Council Update

8.1 Councillor Lee advised that the 2020 Budget Public Meeting would be taking place on February 18, 2020 at 7:00 p.m. in Council Chambers. Councillor Lee further advised that future growth was a big driver in budget considerations.

9. Other Business

9.1 Shadow Boxes

Christy Chrus advised that the historical Shadow Boxes were removed from downtown Brooklin. Ms. Chrus further advised that the Shadow Boxes were being refurbished and would be reinstalled once they were repaired.

10. Next Meeting

10.1 Thursday, April 23, 2020 - 8:00 a.m.
Boardroom, Brooklin Community Centre and Library
8 Vipond Road

11. Adjournment

11.1 Motion to Adjourn

Recommendation:

Moved By Denise Laframboise

That the meeting adjourn.

Carried

The meeting adjourned at 9:33 a.m.

Note: These minutes were approved by the Brooklin Downtown Development Steering Committee on June 25, 2020.