

Brooklin Downtown Development Steering Committee Minutes
March 22, 2018 – 8:00 AM
Board Room, Brooklin Community Centre & Library
8 Vipond Road

Present: Daniel Acre, Chair
Rick Batty
Ryan Doble, Vice-Chair
Rick McDonnell
Natalie Prychitko
Cathi Westrop

Also Present: Councillor Mulcahy, Mayor's Designate
Peter LeBel, Commissioner of Community and Marketing Services
Dhaval Pandya, Transportation Project Engineer
Christy Chrus, Staff Liaison, Principal Planner
Maria McDonnell, Staff Liaison, Manager, Sustainability, Heritage,
Downtown and Community Development
Shrishma Dave, Legislative Coordinator
Heather Oerlemans, Council and Committee Coordinator
(Recording Secretary)

Regrets: Sheila Bowness
Marissa Graham
Marilyn Hill
Andrew Valyear
Donald Wick

Upon quorum being achieved, the meeting began at 8:20 a.m. It was the consensus of the Committee to hear Item 3.1 at this time.

1. Disclosures of Interest

1.1 There were no disclosures of interest.

2. Approval of Previous Minutes

2.1 Minutes - January 25, 2018

Recommendation:

Moved By Rick Batty

That the Brooklin Downtown Development Steering Committee minutes of January 25, 2018 be approved.

Carried

3. Presentations/Deputations

3.1 Carlene Siopis, Manager of Corporate Communications, Erin Mikaluk, Lead, Communications and Lara Scott, Lead, Special Events
Re: Corporate Communications

Carlene Siopis, Manager of Corporate Communications and Erin Mikaluk, Lead, Communications appeared before the Committee and provided a presentation regarding the Corporate Communications Division, key priorities for 2018 and key successes from the past year.

A question and answer period ensued between Members of the Committee, Ms. Siopis and Ms. Mikaluk regarding:

- Working with advisory committees to communicate key projects, such as the bike valet;
- Integrating communication from the Town into community events; and
- Strategies to increase the number of subscribers for e-news updates.

It was the consensus of the Committee to hear Item 1.1 at this time.

3.2 Natalie Prychitko, Chief Executive Officer, Whitby Chamber of Commerce
Re: Whitby Chamber of Commerce Update

Natalie Prychitko, Chief Executive Officer, Whitby Chamber of Commerce, appeared before the Committee and provided an update on Whitby Chamber of Commerce activities, including:

- An overview of the values of the organization;
- The types of events that the Chamber facilitates in order to encourage networking among members, including Connect Women, Java Jolts and Lunch and Learn Series; and
- An overview of the 2018 programming which will include continuing collaboration with neighbouring chambers or boards of trade, and providing up to date information to members regarding the provincial and municipal elections.

Discussion ensued with respect to:

- Considering Cullen Park abutting Walmart as a potential location for the Spring Clean-up event;
- Suggestions for the types of events that the Chamber can facilitate; and
- Potentially working with the Brooklin Spring Fair or the Rotary Club to facilitate more events.

4. General Business and Reports

4.1 Draft Plan of Subdivision (SW-2017-08) and Zoning By-law Amendment (Z-19-17), Winash Developments Limited, 5550 Baldwin Street South

Maria McDonnell distributed a copy of the Draft Plan of Subdivision and provided an overview of the document. She advised that there have been continued discussions with the Ministry of Transportation to establish access points, and the access on Winchester Road was still not confirmed due to the fact that it would require acquiring the gas station property on that road. She further advised that Planning Staff were working on the urban design guidelines for this project, and as such, would not be bringing a report to the Planning and Development Committee until that was completed.

A question and answer period ensued with respect to:

- Details on the type of construction that would happen on the lands west of the subdivision, as those are also owned by the same developer;
- Whether the developer would be installing a walking path along Baldwin Street;
- Ensuring a pedestrian connection between Baldwin Street and Winchester Road as per the Brooklin Master Plan; and
- Providing further comments to the Planning and Development Department once the Committee had the opportunity to review the site plan.

4.2 Parking Master Plan

Christy Chrus advised that feedback collected from the Committee had been forwarded to the consultant, and the status report on the Parking Master Plan would be presented to the Planning and Development Committee for consideration at an upcoming meeting. She further advised that it was anticipated that the project would be completed in the first quarter of 2019.

4.3 Newsletter topics

Discussion ensued regarding potential topics for the Committee's newsletter, including:

- Writing articles on the Brooklin Memorial Park Master Plan or the transfer of the cenotaph from Luther Vipond Arena to the Brooklin Community Centre and Library;
- Promoting the bike valet service through the newsletter; and
- Designation of the Brooklin Community Centre and the history of the building.

Rhonda Mulcahy advised that she would write an article on the transfer of the cenotaph.

Rick Batty advised that he would write an article on the bike valet service.

Rick McDonnell advised that he would enlist a member from the Heritage Whitby Advisory Committee to write an article on the Brooklin Community Centre.

4.4 Public Works Department Update

Dhaval Pandya advised that the first round of stakeholder interviews for the Parking Master Plan had been completed, and the consultant would be providing high level recommendations to the Planning and Development Committee in April or May. He advised that the findings of the study would be taken to the public for feedback following the presentation of the report to Council.

4.5 Community and Marketing Services Department Update

Peter LeBel left the meeting at 9:10 p.m., therefore there was no Community and Marketing Services update.

4.6 Downtown Brooklin Business Association Update

There was no Downtown Brooklin Business Association update.

4.7 Heritage Whitby Update

Rick McDonnell provided an update regarding:

- 9 Durham Street, which is a proposed new residential dwelling on an infill property;
- The Committee's comments with respect to a new development at the corner of Cassels Road and Princess Street;
- Overview of the de-listing request for 4710 Anderson Street; and

- An update on the heritage walking tour for the Doors Open Event in May.

Brief discussion ensued about heritage properties in Brooklin that were made of stone, and the importance of preserving such properties.

4.8 Group 74 Update

There was no Group 74 update.

It was the consensus of the Committee to hear Item 6.1 at this time.

4.9 Brooklin Horticultural Society Update

There was no Brooklin Horticultural Society update.

4.10 Whitby Public Library Update

There was no Whitby Public Library update.

4.11 Brooklin Spring Fair Board Update

There was no Brooklin Spring Fair Board update.

5. Correspondence

5.1 There was no correspondence.

6. Council Update

6.1 Councillor Mulcahy provided a brief update regarding the status of Town's Permanent Sign By-law which had been considered by Council at its March 19, 2018 meeting and had passed with amendments.

It was the consensus of the Committee to hear Item 4.9 at this time.

7. Other Business

7.1 Dan Acre inquired about the status of the discussions between the Town and the MTO regarding lighting on Baldwin Street. Dhaval Pandya advised that he would provide an update regarding this matter at the next meeting scheduled for April 26, 2018.

7.3 Dan Acre inquired about an update on the Town's Broadband Strategy. Christy Chrus advised that the Town was supportive of such a strategy

and it was currently being considered by the Region of Durham. As such, there was no update at this time.

7.4 Dan Acre inquired about whether Roebuck Street would be narrowed or closed completely, due to the fact that it was considered a redundant street, and the area could be used for parking. Dhaval Pandya advised that this matter was not being considered at this time.

7.5 Rick Batty advised that it was pertinent that the Town consider the impact on businesses during its construction in the downtown, as it often has an adverse impact on foot traffic.

8. Next Meeting

8.1 Thursday April 26, 2018 - 8:00 a.m.
Board Room, Brooklin Community Centre and Library
8 Vipond Road

9. Adjournment

9.1 Motion to Adjourn

Recommendation:

Moved By Ryan Doble

That the meeting adjourn.

Carried

The meeting adjourned at 9:38 a.m.

Heather Oerlemans, Council/Committee
Coordinator

Daniel Acre, Committee Chair