

Downtown Whitby Development Steering Committee Minutes
February 15, 2018 – 8:00 AM
Meeting Room 1B, Whitby Central Library
405 Dundas Street West

Present: Bob Baker
Grace Cardona
Yvonne Chornobay
Kimberly Copetti, Chair
Rick McDonnell
Natalie Prychitko
Chris van der Vliet
Lynn Winterstein, Vice-Chair

Also Present: Councillor Roy, Mayor's Designate
Chris Potvin, Active Transportation Supervisor
Christy Chrus, Staff Liaison, Principal Planner
Laura MacDougall, Council and Committee Coordinator (Recording Secretary)

Regrets: Deana Hollister
Paul Rolland
Ian Ross
James Wineck

1. Appointment of Chair and Vice-Chair

- 1.1** The Committee was advised that the appointment for Chair and Vice-Chair of the Downtown Whitby Development Steering Committee for the January 1 to November 30, 2018 term would take place at this time.

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

Lynn Winterstein nominated Kim Copetti for the position of Chair of the Downtown Whitby Development Steering Committee.

Kim Copetti 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

Downtown Whitby Development Steering Committee.

Kim Copetti nominated Lynn Winterstein for the position of Vice-Chair of the Downtown Whitby Development Steering Committee.

Lynn Winterstein accepted the nomination.

There were no further nominations and the nominations were closed.

Recommendation:

Moved By Lynn Winterstein

That Kim Copetti be appointed Chair of the Downtown Whitby Development Steering Committee for a term ending on November 30, 2018.

Carried

Recommendation:

Moved By Kim Copetti

That Lynn Winterstein be appointed Vice-Chair of the Downtown Whitby Development Steering Committee for a term ending on November 30, 2018.

Carried

Kim Copetti assumed the Chair.

2. Disclosures of Interest

2.1 There were no disclosures of interest.

3. Approval of Previous Minutes

3.1 Minutes - January 18, 2018

Recommendation:

Moved By Lynn Winterstein

That the Downtown Whitby Development Steering Committee minutes of January 18, 2018 be approved.

Carried

4. Presentations/Deputations

4.1 Lara Scott, Lead, Special Events
Re: Special Event Policy - Update

Christy Chrus advised that Office of the Chief Administrative Officer Report, CAO 03-18 regarding the Special Event Policy had been deferred at the February 12, 2018 Operations Committee meeting and that Lara Scott was not in attendance to provide an update at this time.

5. General Business and Reports

5.1 Downtown Whitby Action Plan

Historic Gateways

Christy Chrus advised that the consultant would be providing designs for the gateways and she should have an update for the regularly scheduled Downtown Whitby Development Steering Committee on March 15, 2018.

Community Improvement Plan

Christy Chrus advised that the draft Community Improvement Plan (CIP) and Implementation Guidelines have been developed and reviewed by Planning and Development Department Staff. She outlined the next steps including a review by Roger Saunders, Commissioner of Planning and Development, and soliciting feedback from Corporate Services, Legal and By-law Services and Public Works Departments. Ms. Chrus further advised that the staff report would be presented to the Planning and Development Committee for consideration no later than June 2018.

Parking Study

Kim Copetti provided an overview of the invitation-only stakeholder meeting regarding the Parking Study that took place at the Centennial Building on January 31, 2018. She advised that one of the key messages was that there was sufficient parking in the downtown area.

A detailed discussion ensued regarding:

- the lack of public awareness of the location and number of parking lots in the downtown;

- ensuring that parking availability is advertised through various media;
- the cost associated with the maintenance of underutilized parking lots;
- the expectation of the public to park close to and/or in front of stores without having to walk and the inability of ill and/or disabled individuals to walk any distance, particularly in the area of the medical centre;
- future development in Downtown Whitby and the impact on parking availability;
- the possibility of cash-in-lieu of parking;
- incentives for employees to park away from key areas of downtown, programs offered by the Town to offset parking costs and incentives to use public transit;
- the feasibility of constructing underground parking lots in commercial areas;
- parking expenses for employees in Downtown Whitby; and,
- next steps in the Parking Master Plan consultation process.

Pedestrian Safety and Transportation Action Plan

Chris Potvin advised that the Pedestrian Safety and Transportation Action Plan was still with the consultant and that he did not have an update at this time.

Active Transportation Plan

Chris Potvin advised that the consultant is working to update the network mapping and that the Town is working with the Province to obtain funding for multi-use trails.

5.2 DWDSC Mandate and Strategic Plan

Kim Copetti advised that Council requested that the Committee review its Mandate and Strategic Action Plan in coordination with the Downtown Whitby Business Improvement Area, the Olde Whitby Neighbourhood Association, and the Whitby Chamber of Commerce. She advised that a meeting was scheduled to take place at the Whitby Chamber of Commerce on February 27, 2018. Attendance was mandatory, and an e-mail invitation to the meeting would be sent to all parties.

Discussion ensued regarding:

- deferring the development of the Strategic Action Plan to the new term, as the current committee's term was ending on November 30, 2018;

- the deadline for completing the Committee's Mandate and Strategic Action Plan; and,
- submission of the Committee's Annual Report to the February 26, 2018 Planning and Development Committee.

5.3 Communications Sub-committee

Discussion ensued regarding:

- publication of the Downtown Whitby magazine and increasing the number of copies for distribution to the Central Whitby Library, the Brooklin Library & Community Centre, Geekspeak and 360Insights;
- changing the content to more of a lifestyle type of magazine in order to target new customers and existing residents; and,
- continuation of the Downtown Whitby Development Steering Committee's Newsletter.

5.4 Downtown Whitby BIA Update

Chris van der Vliet provided an update regarding:

- the Memorandum of Understanding between the Town and the BIA Board of Management;
- an overview of the Downtown Whitby Business Improvement Area's Annual General Meeting and details of the budget;
- an increased need for both resident and business volunteers; and,
- the focus of the Events Committee on four major events including the Beer Festival, the Feast at Four Corners, the Christmas Market and the Spring Fruit Festival.

5.5 Public Works Department Update

There were no updates.

5.6 Community and Marketing Services Department Update

Christy Chrus provided an update regarding:

- future attendance of Peter LeBel, Commissioner of Community and Marketing Services at the Downtown Whitby Development Steering Committee meetings being every other month due to other meeting conflicts;
- consideration of Community and Marketing Services Department Report, CMS 07-17 regarding the tender award for the Whitby Accelerator building at the Council meeting scheduled to take

- place on Monday, February 20, 2018; and,
- the meeting with the Minister of Economic Development and Growth regarding the Whitby Innovation Hub - Accelerator and the request for funding in the amount of \$350,000.

5.7 Whitby Public Library Update

Kim Copetti advised that she would provide a presentation at the next Library Board meeting regarding the Downtown Whitby Development Steering Committee.

5.8 Whitby Chamber of Commerce Update

Natalie Prychitko provided an update regarding:

- launch of the new campaign called 'Municipal Matters' to motivate and educate the business community to become engaged in the 2018 Municipal Election;
- the Municipal 101 event to take place on April 11, 2018 at the Centennial Building;
- the Mayoral Debate and Candidate Expo to take place on September 26, 2018 at Durham College, Whitby Campus;
- the MPP Debate to take place on May 16, 2018 at the Central Public Library;
- the Whitby Chamber of Commerce's Annual General meeting to take place on March 27, 2018 which would include a business succession planning and learning event;
- the Mayoral Luncheon scheduled to take place on April 25, 2018;
- the report from the Toronto Region Board of Trade regarding the possible creation of Superlinks;
- details related to the Provincial initiative regarding the launch of the Small Business Portal that took place on February 12, 2018; and,
- hosting a joint Chamber of Commerce round table discussion about transportation in September 2018 at the Centennial Building.

5.9 Heritage Whitby Advisory Committee Update

Rick McDonnell provided an update regarding:

- details related to updating the Municipal Heritage Registry;
- the Whitby Water Supply Plant Expansion; and,
- the Doors Open event to take place on May 5, 2018.

5.10 Olde Whitby Neighbourhood Association (OWNA)

Bob Baker provided an update regarding:

- the Ontario Municipal Board's Pre-hearing Conference regarding the Werden's Plan Neighbourhood Conservation District scheduled to take place on Tuesday, February 20, 2018 at 10:30 a.m. in the Whitby Council Chambers, 575 Rossland Road East; and,
- concerns regarding certain downtown business employees utilizing parking spaces.

6. Correspondence

6.1 There was no correspondence.

7. Council Update

7.1 Councillor Roy provided an update regarding:

- the status of the budgets for the Region of Durham and the Town of Whitby;
- the proposed Walk of Fame in Downtown Whitby;
- highlights of the meeting and tour that took place with the Minister of Economic Development and Growth regarding Metrolinx and 360Insights;
- the utilization of parking spaces by 360Insights staff and strategies to remedy future parking concerns;
- consideration of the proposed street numbering by-law by Council on Monday, February 20, 2018;
- discussions with staff from the Region of Durham regarding the development of the Whitby Water Supply Plant Expansion and how the development could be more aesthetically pleasing; and,
- the status of the Station Gallery renovations.

8. Other Business

8.1 Downtown Whitby Spring Clean-Up Day

Kim Copetti advised that the Downtown Whitby Spring Clean-Up event is scheduled to take place on April 21, 2018 from 10:00 a.m. to noon commencing at Celebration Square.

9. Next Meeting

9.1 Thursday March 15, 2018 - 8:00 a.m.
Meeting Room 1B, Whitby Central Library
405 Dundas Street West

10. Adjournment

10.1 Motion to Adjourn

Recommendation:

Moved By Chris van der Vliet

That the meeting adjourn.

Carried

The meeting adjourned at 9:24 a.m.

L. MacDougall, Council and Committee
Coordinator

Kim Copetti, Committee Chair