

Downtown Whitby Development Steering Committee Minutes
September 19, 2019 – 8:00 AM
Meeting Room 1B, Whitby Central Library
405 Dundas Street West

Present: Bob Baker (left at 9:20 a.m.)
Yvonne Chornobay
Kimberly Copetti, Chair
Karey Anne Large
Matt Parish
Lara Perroni
Paul Rolland, Vice-Chair
Lynn Winterstein

Also Present: Rhonda Jessup, Chief Executive Officer, Whitby Public Library
Christy Chrus, Staff Liaison, Principal Planner
Brayden Siersma, Research and Program Coordinator
Heather Oerlemans, Council and Committee Coordinator
(Recording Secretary)

Regrets: Rick McDonnell
Natalie Prychitko
Chris van der Vliet

1. Disclosures of Interest

1.1 There were no disclosures of interest.

2. Approval of Previous Minutes

2.1 Minutes - April 18, 2019

Recommendation:

Moved By Karey Anne Large

That the Downtown Whitby Development Steering Committee minutes of April 18, 2019 be approved.

Carried

3. Presentations

3.1 There were no presentations.

4. Delegations

4.1 There were no delegations.

5. General Business and Reports

5.1 2019 Downtown Whitby Development Steering Committee Strategic Priorities

Christy Chrus advised that comments from the Committee were incorporated into the 2019 Downtown Whitby Development Steering Committee Strategic Priorities.

Recommendation:

Moved By Lynn Winterstein

That the Downtown Whitby Development Steering Committee approves the 2019 Downtown Whitby Development Steering Committee Strategic Priorities.

Carried

5.2 Summer Events Updates

Farmers' Market Booth

Christy Chrus requested feedback from the Committee regarding the Farmers' Market Booth.

Discussion ensued regarding:

- the success of the booth and the interactive elements;
- attendees' interest in the heritage information;
- adding a feedback box for public comments; and,
- having a Staff representative on-site to answer questions from the public.

Facade Grant Recognition Event

Kim Copetti advised that the Facade Grant Recognition event was well received and provided an opportunity to network with members of Whitby's business community.

Downtown Whitby Development Steering Committee Summer Newsletter

A brief discussion ensued regarding local businesses expressing concerns regarding lack of counter space to display the Newsletter and needing additional copies for distributing.

Downtown Whitby Development Steering Committee New Business Certificate

Kim Copetti distributed a copy of the Downtown Whitby Development Steering Committee New Business Certificate and advised that certificates would be given to recognize new businesses in the area.

5.3 Downtown Whitby Action Plan

Streetside Patio Project

Karey Anne Large provided an overview of the Streetside Patio Project which included a public space along Brock Street that spanned from Lashes by Design to Brock Street Espresso. Ms. Large advised that she had received positive feedback regarding the streetside patio.

Discussion ensued regarding:

- installing umbrellas or other shade features;
- including beautification elements such as planters; and,
- changing the location.

Open Streets - Walking Tour

Christy Chrus advised that four 30 minute walking tours were planned for the Open Streets event on September 28, 2019.

Culture Plan

Christy Chrus advised that Phase One of the Culture Plan would be released next week and would include engagement and research collected to date.

Downtown Whitby Pedestrian and Cyclist Count

Christy Chrus advised that the pedestrian count took place over two days and included six intersections.

Discussion ensued regarding recommendations from the pedestrian study which included:

- providing accessible connections throughout the downtown area;
- completing a pedestrian count annually;

- traffic signalization times for pedestrian crossing were not long enough;
- needing additional directional signage; and,
- increasing the amount of available sitting/rest areas.

Matt Parish advised that a future pedestrian count study should include the morning commute traffic to capture pedestrian density during peak traffic times.

Downtown Whitby Action Plan

Christy Chrus advised that the Downtown Whitby Action Plan included benchmarking data such as residential and rental rates and that the Downtown Whitby Action Plan Staff Report would be presented to the Committee of the Whole on October 7, 2019.

Downtown Whitby Community Improvement Plan Grant Program

Christy Chrus advised that the Downtown Whitby Community Improvement Grant Program was a success and that the Staff Report included the recommendation to reallocate funds from cash-in-lieu of parking to the high density residential priority area.

5.4 201 Brock Street South Re: Brookfield Residential Update

Christy Chrus advised that the proposed development for 201 Brock Street South, Brookfield Residential, updated the proposal to include 160 residential units and that the proposal would go to the Committee of the Whole on the October 7, 2019.

5.5 Downtown Whitby Business Improvement Area (BIA) Update

Karey Anne Large advised that the Beerfest on September 14, 2019 was very successful.

Discussion ensued regarding:

- the positive turnout of 1,500 attendees;
- making the Beerfest a signature event for the BIA; and,
- acknowledging the hard work and dedication of the BIA in organizing this event.

5.6 Whitby Chamber of Commerce Update

Kim Copetti advised that the Member of Parliament (MP) Candidate Forum on September 18, 2019 was well attended. She further advised

that upcoming events included the Business Summit on October 2, 2019 and the Peter Perry and Business Achievement Awards on November 21, 2019.

5.7 Olde Whitby Neighbourhood Association Update

Bob Baker advised that succession planning was the priority of the Association since the approval of the Heritage Conservation District.

5.8 Heritage Whitby Advisory Committee Update

Paul Rolland advised that the Heritage Whitby Advisory Committee booth at the Brooklin Harvest Festival on September 14, 2019 included several interactive activities and displays that were well received by the attendees.

5.9 Whitby Public Library Update

Rhonda Jessup provided information regarding the Whitby Public Library's programming, activities, and services which included:

- the number of programs (183) and participants (7,400) for library events;
- in-person library visits were up 12%;
- an increase in electronic circulation;
- the acquisition and installation of 3D printers; and,
- the increase in visitors to conservation areas (CLOCA - Central Lake Ontario Conservation Authority) since the availability of borrowing conservation area parking passes through the Library.

5.10 Economic Development Update

Brayden Siersma advised that there were two Whitby companies acknowledged in the Growth 500: Canada's Fastest Growing Companies ranking, namely, Mitchell and Whale Insurance Brokers, and Geekspeak Commerce.

Mr. Siersma provided an update regarding the Whitby 1855 Accelerator Hub which included:

- the number of permanent (7) and temporary (5) business located at the facility;
- formalizing the landing process for new business to become established in the downtown once their tenancy has expired at 1855;
- involvement in events and workshops; and,
- the 1-year anniversary of the opening of 1855.

5.11 Public Works Department Update

Christy Chrus advised that the Civic Centre Survey was available through the Town's Website. She provided a brief overview of the two options including:

- Option A would be an expansion of the existing Town Hall Building; and,
- Option B would add a new building into the parking lot situated between the Civic Recreation Centre and Whitby Town Hall.

Ms. Chrus further advised that both options included a skating/water feature and were designed to create a Town Hall that served as a community space.

6. Correspondence

6.1 There was no correspondence.

7. Council Update

7.1 There was no Council update.

8. Other Business

8.1 There was no other business.

9. Next Meeting

9.1 Thursday, October 17, 2019 - 8:00 a.m.
Board Room, 1855 Whitby Accelerator Hub
400 Centre Street South

10. Adjournment

10.1 Motion to Adjourn

Recommendation:

Moved By Karey Anne Large

That the meeting adjourn.

Carried

The meeting adjourned at 9:40 a.m.

H. Oerlemans, Council and Committee
Coordinator

Kim Copetti, Committee Chair