

Brooklin Downtown Development Steering Committee Minutes  
September 26, 2019 – 8:00 AM  
Board Room, Brooklin Community Centre & Library  
8 Vipond Road

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**Present:** Daniel Acre, Chair  
Rick Batty (arrived at 8:29 a.m.)  
Susan Madden  
Tamara McKee  
Natalie, Prychitko  
Cameron Ricardson  
Jennifer Santos

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

**Regrets:** Lynda Armstrong  
Paul Haynes  
Steve Kee, Vice-Chair  
Denise Laframboise

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1. Disclosures of Interest
  - 1.1 There were no disclosures of interest.

2. Approval of Previous Minutes
  - 2.1 Minutes - April 25, 2019

Recommendation:

Moved By Natalie Prychitko

That the Brooklin Downtown Development Steering Committee minutes of April 25, 2019 be approved.

**Carried**

3. Presentations

**3.1** Karey Anne Large, Executive Director, Downtown Whitby Business Improvement Area (BIA)  
Re: Downtown Whitby BIA Formation

Karey Anne Large provided a PowerPoint presentation regarding the value of a downtown Business Improvement Area (BIA) which included:

- advancing a distinct, livable, vibrant and resilient business district in its local community;
- promoting sustainable development and best practices for use of infrastructure;
- providing a central hub for organizing festivities and celebrations;
- providing partnerships, networking, programs and funding opportunities for business and property owners; and,
- providing a unified voice for local businesses.

Discussion ensued regarding;

- concerns with promoting the value of a downtown BIA at the Brooklin 'Meet and Greet' Social;
- the ability to increase events in Brooklin that are Town supported and organized by a BIA; and,
- including quantitative data such as pedestrian traffic numbers from Beerfest and the Harvest Festival to show the potential benefits BIA events could bring to Brooklin.

4. Delegations

**4.1** There were no delegations.

5. General Business and Reports

**5.1** Strategic Action Plan Update

Daniel Acre advised that he had received comments from Committee members and incorporated those comments into the Strategic Action Plan. Mr. Acre further advised that he would have the updated Strategic Action Plan available for the next meeting on October 31, 2019.

**5.2** Downtown Brooklin 'Meet and Greet' Social - October 8, 2019

Christy Chrus advised that the Meet and Greet Social on October 8, 2019 would be held at Shoeless Joe's from 7:00 p.m. to 9:00 p.m.

Discussion ensued regarding:

- concerns from business owners regarding the intent of the meeting;
- including a greeting from a member of Council;
- including a greeting from the Brooklin Downtown Development Steering Committee Chair (BDDSC); and,
- focusing on the goal of the BDDSC to preserve the 'heart' of Downtown Brooklin alongside its growth and development.

Christy Chrus distributed copies of the Downtown Brooklin Business Survey for the event and requested Committee feedback. It was the consensus of the Committee to include a yes/no question regarding the likelihood that business owners would attend future Meet and Greet Social events.

**5.3 Brooklin Downtown Development Steering Committee Summer 2019 Newsletter**

Christy Chrus advised that copies of the Brooklin Downtown Development Steering Committee Newsletter would be distributed at the Meet and Greet Social.

**5.4 Planning and Development Department Report, PL 43-19  
Re: Urban Design Guidelines and Comprehensive Block Plan for the southwest corner of Baldwin Street South and Winchester Road West**

Christy Chrus provided information regarding the Urban Design Guidelines and Comprehensive Block Plan for the southwest corner of Baldwin Street South and Winchester Road West which included:

- negotiations to lease the corner property at Baldwin Street and Winchester Road for an urban square;
- plans to include residential development, 300,000 square feet of commercial space, seniors' living, park space and a storm water management block; and,
- a mix of commercial uses such as restaurants, retail space, personal services and a supermarket.

A brief discussion ensued regarding parking and pedestrian safety considerations.

**6. Correspondence**

**6.1 Legion Parade**

Christy Chrus advised that the Brooklin Legion would be hosting a

parade on Sunday, September 29, 2019 followed by an unveiling ceremony at 11:00 a.m. for the new Cenotaph.

**7. Council Update**

**7.1 Councillor Lee provided updates regarding:**

- the review of a Draft Plan of Subdivision Application and Zoning By-law Amendment application for the property south of Roybrook Avenue, east of Baldwin Street South at the Public Meeting on September 30, 2019; and,
- the commencement of the North Whitby Sports Complex public consultation stage.

**8. Other Business**

**8.1 Economic Development Update**

Daniel Van Kempen advised that the Whitby 1855 Innovation Hub was hosting an event on Friday, September 27, 2019 regarding leadership for business, marketing, and technology. Mr. Van Kempen further advised that the Whitby 1855 Innovation Hub was collaborating with Durham College, the City of Oshawa and the Town of Ajax to offer a program on cyber security for businesses.

**8.2 Whitby Public Library Update**

Mallory Dawson advised that the online resource Lynda.com would be changing to LinkedIn Learning and that she would update the Committee when the change was finalized.

**8.3 Chamber of Commerce Update**

Natalie Prychitko advised that upcoming events included The Business Summit on October 2, 2019 at the Ajax Convention Centre, the October Speaker Series with Maddie and Kiki, and the ConnXGEN Spooktacular Social on October 30, 2019.

**9. Next Meeting**

- 9.1** Thursday, October 31, 2019 - 8:00 a.m.  
Board Room, Brooklin Community Centre and Library  
8 Vipond Road

**10. Adjournment**

**10.1** Motion to Adjourn

Recommendation:

Moved By Jennifer Santos

That the meeting adjourn.

**Carried**

The meeting adjourned at 9:40 a.m.

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H. Oerlemans, Council and Committee  
Coordinator

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Daniel Acre, Committee Chair