

Downtown Whitby Development Steering Committee Minutes  
January 16, 2020 – 8:00 AM  
Meeting Room 1B, Whitby Central Library  
405 Dundas Street West

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**Present:** Bob Baker, Old Whitby Neighbourhood Association Representative  
Kimberly Copetti, Chair  
Rick McDonnell, Heritage Whitby Advisory Committee Representative  
Matt Parish (arrived at 8:30 a.m., left at 9:37 a.m.)  
Lara Perroni  
Natalie Prychitko, Whitby Chamber of Commerce Representative (left at 9:49 a.m.)  
Paul Rolland, Vice-Chair  
Paul Scott  
Lynn Winterstein

**Also Present:** Councillor Leahy, Mayor's Designate  
Rhonda Jessup, Chief Executive Officer, Whitby Public Library  
Dhaval Pandya, Transportation Project Engineer  
Brayden Siersma, Research and Program Coordinator  
Christy Chrus, Staff Liaison, Principal Planner  
Maria McDonnell, Staff Liaison, Senior Manager, Community Advancements  
Heather Oerlemans, Council and Committee Coordinator (Recording Secretary)

**Regrets:** Yvonne Chornobay  
Karey Anne Large, Downtown Whitby Business Improvement Area Representative  
Chris van der Vliet

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Call to Order

1. Appointment of 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, 2020 to December 31, 2020 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 Kimberly Copetti for the position of Chair of the Downtown Whitby Development Steering Committee.

Kimberly 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.

Rick McDonnell nominated Paul Rolland for the position of Vice-Chair of the Downtown Whitby Development Steering Committee.

Paul Rolland accepted the nomination.

There were no further nominations and the nominations were closed.

Recommendation:

Moved By Lynn Winterstein

That Kimberly Copetti be appointed Chair of the Downtown Whitby Development Steering Committee for a term ending on December 31, 2020.

**Carried**

Recommendation:

Moved By Rick McDonnell

That Paul Rolland be appointed Vice-Chair of the Downtown Whitby Development Steering Committee for a term ending on December 31, 2020.

**Carried**

Kimberly Copetti assumed the Chair.

2. Disclosures of Interest

**2.1** There were no disclosures of interest.

3. Approval of Previous Minutes

**3.1** Minutes - October 17, 2019

Recommendation:

Moved By Paul Rolland

That the Downtown Whitby Development Steering Committee minutes of October 17, 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** Strategic Priorities Brainstorming Session

Christy Chrus advised that the Committee would be divided into two discussion groups to generate ideas on two Strategic Priorities, neighbourhoods and economy.

Ideas presented by the neighbourhood discussion group included:

- a pedestrian signal at Colborne Street and Brock Street;
- the Pace Car Program where residents pledge to drive the speed limit;
- requesting an update on the Transportation and Pedestrian Safety Plan, and Active Transportation Plan; and,

- the opportunity for the Committee to provide input on the Traffic Calming Policy.

Ideas presented by the economy discussion group included:

- communicating existing beautification incentives to more businesses;
- communicating the success and progress of the Community Improvement Plan;
- streamlining the Facade Grant process;
- investigating signage incentives and communicating those incentives to businesses;
- engaging local companies and businesses to create a 'wish list' of downtown business they would like to see that may fill in retail, information, or service gaps in the area;
- offering a 'win this space' contest as an opportunity to fill vacant commercial spaces;
- encouraging pop-ups or a maker space to fill in vacant commercial spaces; and,
- increasing communication, signage, and lighting of available downtown parking.

Recommendation:

Moved By Natalie Prychitko

That the Downtown Whitby Development Steering Committee requests Council to prioritize wayfinding signage such as green P parking signs, in downtown Whitby.

**Carried**

## **6.2** Downtown Whitby Action Plan

Christy Chrus provided an update regarding the Community Improvement Plan and advised that submissions and allotments in 2019 included 16 applications, \$128,000 in grant funding, and five development grants.

Christy Chrus advised that the Terms of Reference were prepared for the Downtown Whitby Secondary Plan and that consultation for the plan would begin late in Q1 or early Q2.

## **6.3** Downtown Whitby Development Steering Committee 2019 Annual Report

Paul Rolland advised that the final draft of the Downtown Whitby Development Steering Committee 2019 Annual Report would be circulated to the Committee for final review. Mr. Rolland further advised that once the final review was complete, the Report would be sent to the Committee of the Whole.

**6.4** 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 at 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,
- beautification of downtowns.

**6.5** Bus Rapid Transit

Kimberly Copetti advised that Metrolinx had recommended six lanes of traffic through Whitby's downtown to accommodate a Bus Rapid Transit route. Ms. Copetti further advised that the Town of Whitby would be meeting with Metrolinx to discuss alternative options in order to solve the 'pinch point' and consider pedestrian safety.

**6.6** Downtown Whitby BIA Update

Christy Chrus advised that the Christmas Market was very successful and that the Downtown Whitby BIA would be considering additional events such as 'art in the alley'.

**6.7** Chamber of Commerce Update

Natalie Prychitko advised that Whitby's Chamber of Commerce was the largest chamber in the area with over 700 members. Ms. Prychitko further advised that online voting for the board of director candidates would take place from January 27 to February 24, 2020.

**6.8** Olde Whitby Neighbourhood Association Update

Bob Baker advised that the naming of Werden Park was well received and that the uptake for the Heritage Tax Rebate program had increased since the Heritage Conservation District came into effect.

**6.9 Heritage Whitby Advisory Committee Update**

Rick McDonnell advised that a plaque, property footprint and salvaged materials were proposed by a developer as a way to commemorate the 'Doctor's House' located at 67 Harbourside Drive. Mr. McDonnell further advised that there was an application to transfer ownership of the property to Ontario Shores Centre for Mental Health Sciences and create a publicly accessible, privately owned, open space.

**6.10 Whitby Public Library Update**

Rhonda Jessup advised that the Library would be focusing on literacy, life long learning, and seniors as part of their Strategic Plan. Ms. Jessup further advised that Pressreader would be introduced this year which would include a digital version of over 7,000 magazines and newspapers in more than 60 languages.

Rhonda Jessup advised that January 27, 2020 was family literacy day and that Whitby would be competing with other Durham municipalities in a community challenge. She requested that residents read 15 minutes per day for the challenge.

**6.11 Economic Development Update**

Brayden Siersma provided updates regarding:

- the development of a new 5-year Economic Development Strategy;
- the third annual Hackathon hosted by Geekspeak (March 13 and 14, 2020); and,
- the status of the driverless shuttle.

**6.12 Public Works Department Update**

Dhaval Pandya advised that the Active Transportation Plan and Transportation and Pedestrian Safety Plan would be combined. He further advised that the Plans would be presented to Council in March, 2020.

**7. Correspondence**

**7.1** There was no correspondence.

**8. Council Update**

- 8.1** Councillor Leahy provided updates regarding:
- Metrolinx's proposed Bus Rapid Transit route through Whitby;
  - the opportunity for a pedestrian crossing between Mary Street and Maple Street; and,
  - the Budget Public Meeting on February 18, 2020 at 7:00 p.m. in Council Chambers.

9. Other Business

- 9.1** There was no other business.

10. Next Meeting

- 10.1** Thursday, April 16, 2020 - 8:00 a.m.  
Meeting Room 1B, Whitby Central Public Library  
405 Dundas Street West

11. Adjournment

- 11.1** Motion to Adjourn

Recommendation:

Moved By Lynn Winterstein

That the meeting adjourn.

**Carried**

The meeting adjourned at 9:57 a.m.

**Note: These minutes were approved by the Downtown Whitby Development Steering Committee on June 18, 2020.**