

Brooklin Downtown Development Steering Committee Minutes
September 24, 2020 - 8:00 a.m.
Virtual Meeting

Present: Lynda Armstrong, Heritage Whitby Advisory Committee Representative
Rick Batty
Paul Haynes
Steve Kee, Chair
Denise Laframboise, Vice-Chair
Susan Madden
Natalie Prychitko, Whitby Chamber of Commerce Representative

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

Regrets: Daniel Acre
Tamara McKee
Cameron Richardson
Jennifer Santos

Call to Order

1 The meeting was called to 8:09 a.m.

1. Disclosures of Interest

1.1 There were no disclosures of interest.

2. Approval of Previous Minutes

2.1 Minutes - June 25, 2020

Recommendation:

Moved By Denise Laframboise

That the Brooklin Downtown Development Steering Committee minutes of June 25, 2020 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 COVID-19 Updates

Christy Chrus advised that Town facilities are currently accessible by appointment only, including the recreation centres. Ms. Chrus further advised that openings would be reassessed at a later date.

5.2 General Discussion and Summary

Christy Chrus requested feedback from the Committee regarding the Brooklin Downtown Development Steering Committee Strategic Plan.

Discussion ensued regarding the Brooklin Downtown Development Steering Committee Strategic Plan which included:

- the impacts of the pandemic on downtown businesses and changes within the community;
- ways to encourage development and business in the community;
- networking and connecting with businesses in Brooklin such as hosting virtual meetings and discussion groups;
- reviewing turn-out from previous sessions;
- challenges related to health and safety rules regarding social bubbles and hosting events;
- supporting business by sharing success stories and providing online directories;
- asking businesses what type of support they need to successfully get through the pandemic; and,
- providing information to business regarding ways in which the Brooklin Downtown Development Steering Committee could provide support.

Daniel Van Kampen advised that cash flow and additional expenses for Personal Protective Equipment represented the biggest barriers faced by local business during the pandemic. Mr. Van Kampen further advised that companies in the hospitality, entertainment, and food industries, and smaller businesses were struggling the most.

Councillor Lee stated that primary concerns experienced by larger businesses included supply issues and delays in production as a result of staffing concerns from the pandemic.

Christy Chrus requested feedback from the Committee regarding hosting ZOOM meetings to encourage dialogue among businesses.

A brief discussion ensued regarding hosting ZOOM meetings which included:

- polling businesses to determine the type of support required; and,
- polling businesses to determine whether they would participate in monthly or bi-monthly ZOOM meetings.

5.3 Whitby Chamber of Commerce Update

Natalie Prychitko advised that the Connect Women event held on March 3, 2020, was well attended with 300 attendees. Ms. Prychitko provided updates regarding:

- creating a COVID-19 list of resource links for local, provincial and national programming to support local businesses;
- the 33rd annual Whitby Chamber of Commerce Golf Tournament would be held on Friday, September 25, 2020;
- the Peter Perry and Business Achievement Awards gala would be hosted on Thursday, November 12, 2020; and,
- continuing to update businesses on safety and support programs related to COVID-19.

5.4 Heritage Whitby Advisory Committee Update

Lynda Armstrong provided an update regarding the installation of a commemorative plaque at the St. Paul's Cemetery.

It was the consensus of the Committee to hear Item 5.6 at this time.

5.5 Whitby Public Library Update

Mallory Dawson provided an update regarding

- opening the first and second floor of the Whitby Public Library Main Branch with social distancing measures in place;

- virtual programs and continuing virtual programming into 2021; and,
- virtual visits to local schools that would teach students how to use e-books and e-videos.

5.6 Economic Development Update

Daniel Van Kampen provided an update regarding:

- the Economic Development Recovery Plan;
- the Economic Development Survey results; and,
- the barriers that were identified for businesses and working on a terms of reference for a long-term recovery strategy with those barriers in mind.

5.7 Public Works Department Update

Joshua Schembri provided an update regarding:

- the Brooklin North Major Roads Environmental Assessment;
- the Highway 7/12 Alternative Routes and Mid-Block Arterial Road Environmental Assessments;
- The Parking Master Plan in downtown Whitby; and,
- Bell was planning to expand Fibre to the Home (FTTH) in Whitby by 2021 over the course of the next two to four years.

6. Correspondence

6.1 There was no correspondence.

7. Council Update

7.1 Councillor Lee provided updates regarding the naming of the Mid-Block Arterial roadway. Councillor Lee advised that Council would be consider input from various committees.

A brief discussion ensued regarding choosing names from the recipient list for the Peter Perry and Business Achievement Awards.

It was the consensus of the Committee to hear Item 5.5 at this time.

8. Other Business

8.1 Upcoming Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee Meeting

Christy Chrus requested feedback from the Committee regarding rescheduling the presentation by Chris Kallio, Economic Development Officer, Town of Newmarket for the upcoming Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee meeting.

Christy Chrus further advised that Kim Copetti would Chair the joint meeting.

It was the consensus of the Committee to reschedule Chris Kallio.

8.2 Anti-Black Racism Webinar

Mallory Dawson advised that an Anti-Black Racism webinar would be held on September 29, 2020 at 6:30 p.m.

8.3 Downtown Commercial Space

Daniel Van Kampen advised that commercial vacancy had increased from 2% to 9% within the downtown and that rent for commercial space had also increased.

9. Next Meeting

9.1 To be Scheduled

10. Adjournment

10.1 Motion to Adjourn

Recommendation:

Moved By Denise Laframboise

That the meeting adjourn.

Carried

The meeting adjourned at 9:22 a.m.

Note: These minutes were approved by the Brooklin Downtown Development Steering Committee on January 28, 2021.