

Joint Brooklin Downtown Development Steering Committee and Downtown Whitby
Development Steering Committee Minutes
June 20, 2019 – 8:00 AM
Regal Room, Centennial Building
416 Centre Street South

Present:

**Downtown
Whitby
Development
Steering
Committee
Members:** Bob Baker
Yvonne Chornobay
Kimberly Copetti, Chair
Karey Anne Large
Rick McDonnell
Matt Parish (left at 9:30 a.m.)
Lara Perroni
Natalie Prychitko
Paul Rolland, Vice-Chair
Chris van der Vliet
Lynn Winterstein

**Brooklin
Downtown
Development
Steering
Committee
Members:** Daniel Acre, Chair
Lynda Armstrong
Rick Batty
Steve Kee, Vice-Chair
Denise Laframboise (left at 9:30 a.m.)
Susan Madden
Cameron Richardson
Jennifer Santos

Also Present: Regional Councillor Leahy, Mayor's Designate
Councillor Lee, Mayor's Designate
Mallory Dawson, Whitby Public Library Representative
Rhonda Jessup, Chief Executive Officer, Whitby Public Library
Representative
Dhaval Pandya, Transportation Project Engineer
Joshua Schembri, Project Engineer, Capital Projects
Brayden Siersma, Research and Program Coordinator
Niki VanVugt, Summer Student, Sustainability, Heritage,
Downtowns and Community Development
Maria McDonnell, Staff Liaison, Manager, Sustainability, Heritage,
Downtown and Community Development
Christy Chrus, Staff Liaison, Principal Planner

Heather Oerlemans, Council and Committee Coordinator
(Recording Secretary)

Regrets: Paul Haynes
Tamara McKee

1. Disclosures of Interest

1.1 There were no declarations of interest.

2. Approval of Previous Minutes

2.1 There were no previous minutes to approve due to this being the first Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee meeting.

3. Presentations

3.1 Tammy Gay, Communications Coordinator, Whitby Public Library, and Meghan Wels, Digital Media Coordinator, Town of Whitby
Re: Use of Social Media to Promote Downtowns

Tammy Gay, Communications Coordinator, Whitby Public Library, and Meghan Wels, Digital Media Coordinator, Town of Whitby, provided a PowerPoint presentation regarding the use of social media and creating a successful online social presence which included:

- the importance of sharing outside content from other users;
- following specific strategic goals for social media posts such as building brand awareness, increasing engagement, educating your audience, increasing your customer base, and strengthening customer service;
- the importance of understanding your audience to stimulate genuine engagement;
- the number of posts for effective engagement such as posting once a day on Facebook and tweeting one to five times per day on Twitter;
- using images to increase audience interaction; and,
- the purpose of hashtags and the best time to post for specific audiences such as the 'commuter crowd' or the 'after school/work crowd'.

Meghan Wels provided photography tips which included maintaining a clean lens, creating balance with gridlines, following the 'thirds rule' of photography, avoiding the use of a flash, and taking several photos of

the same item from different angles.

4. Delegations

4.1 There were no delegations.

5. General Business and Reports

5.1 Downtown Whitby Development Steering Committee Update

Kim Copetti advised of several of the Committee's accomplishments through the Strategic Action Plan of 2011 which included:

- establishing the Downtown Whitby Business Improvement Area Board of Management;
- promoting the establishment of the Werden's Plan District, the 1855 Accelerator Hub, 360 Insights, the Downtown Whitby Development Steering Committee Newsletter, and the Brock Street corridor gateways; and,
- offering business and resident perspectives to Town projects.

5.2 Brooklin Downtown Development Steering Committee Update

Dan Acre provided an update regarding the initiatives and focus of the Brooklin Downtown Development Steering Committee. He advised that the Committee's primary focus was for the Town of Whitby to gain control of Baldwin Street from the Province. He provided information regarding business development within Brooklin and advised that the Brooklin Heritage Conservation District was a priority and that future development should be complementary and support the downtown. He further advised that the Committee was promoting the expansion of Grass Park.

5.3 Downtown Development Update

Christy Chrus provided an update regarding several downtown development projects including:

- the mixed use redevelopment of a 29 hectare greenfield site in the area of the southwest corner of Winchester Road West and Baldwin Street South which would include a pedestrian promenade, green space, and residential and commercial space;
- the development of a six storey mixed use building on the former fire hall site at the corner of Brock Street South and Green Street;
- Council approval of the Town's new logo and brand at the Special Council meeting held on June 17, 2019; and,
- the commemoration and unveiling of a statue of Len Cullen on

June 22, 2019 at Cullen Central Park.

Maria McDonnell advised that there were community engagement pop-ups scheduled throughout the summer regarding the Town's Culture Plan. She further advised that the background report on the Culture Plan explored best practices of other municipalities and sought to include cultural components to all activities within the Town such as incorporating public art into infrastructure.

5.4 Economic Development Update

Daniel Van Kampen provided an update regarding the upcoming Digital Durham Symposium scheduled to take place on June 27, 2019. He advised that the Symposium included several presentations such as the Digital Main Street Program, Taking Your Business Online, eCommerce Strategies to Help Your Business Grow, a Digital Marketing Survival Guide, and Networking.

Brayden Siersma provided an update regarding the 12 person autonomous shuttle service that would travel between Iroquois Park Sports Centre and 360 Insights.

Brayden Siersma advised that two local businesses would be receiving awards at the Council meeting scheduled to take place on June 24, 2019. The awards would include the recognition of Predictive Success' nomination to the Globe and Mail's list of Canada's Top Growing Companies, and SmartDesk's nomination by the Branham Group as one of the 2019 Top 25 Up and Comers.

5.5 Public Works Update

Dhaval Pandya provided updates regarding the Brooklin Alternative Route Study, the Mid-Block Arterial Project, and the review of an interchange on Highway 407 at Cochrane Street. Dhaval Pandya advised that the two Parking Master Plan Open Houses held on June 5 and 6, 2019 were well attended. He further advised that the draft Transportation and Pedestrian Safety Study was being reviewed with the intent that the recommendations from the Study would be presented to Council in September 2019.

5.6 Chamber of Commerce Update

Natalie Prychitko advised that several events were planned throughout the year and distributed a list of upcoming events to the Committee for information purposes.

5.7 Whitby Public Library Update

Rhonda Jessup advised that the Whitby Public Library was collaborating with the Active Transportation and Safe Roads Advisory Committee with respect to Bike Month by offering two 'Story Rides' that would include a bike ride with a story-time break.

Rhonda Jessup advised that the Library's website provided a learning tool called Lynda.com and suggested that anyone who wished to learn more about social media could find information through the learning platform.

6. Correspondence

6.1 Garden Tour and Culture in the Square

Christy Chrus distributed 2019 Garden Tour Brochures and Culture in the Square rack cards to the Committee for information purposes.

7. Council Update

7.1 Regional Councillor Leahy provided an update regarding:

- the possibility and advantage of an acute care hospital being located in the Town of Whitby, south of Highway 407; and,
- the initiation of public consultation for the Town Hall Redevelopment Project.

7.2 Councillor Lee provided additional information regarding the Council updates including:

- the creation of a task force to promote the Town of Whitby as the location for an acute care hospital;
- encouraging the community to provide support regarding the need for a hospital in north Whitby; and,
- the Town Hall Redevelopment Project options that were presented at the Committee of the Whole meeting on June 17, 2019.

8. Other Business

8.1 Next Joint Meeting - November 21, 2019

Christy Chrus requested that the Committees provide feedback regarding the meeting format and presentations for the next joint meeting scheduled to take place on November 21, 2019.

8.2 Tree Protection

Lynn Winterstein inquired whether measures were being taken by the Town of Whitby to protect mature trees.

Christy Chrus advised that for private properties located within the Werden's Plan Heritage Conservation District, property owners would be required to apply for a permit to remove mature trees. Maria McDonnell advised that the Town of Whitby was developing an Urban Forestry Strategy to protect, enhance, and monitor the urban forest within the municipal boundary.

9. Next Meeting

**9.1 Joint Brooklin Downtown Development Steering Committee and
Downtown Whitby Development Steering Committee Meeting**

Thursday, November 21, 2019 - 8:00 a.m.

Whitby Central Public Library, Room 1A and 1B

405 Dundas Street West

10. Adjournment

10.1 Motion to Adjourn

Recommendation:

Moved By Daniel Acre

That the meeting adjourn.

Carried

The meeting adjourned at 9:52 a.m.

H. Oerlemans, Council/Committee
Coordinator

K. Copetti, Downtown Whitby
Development Steering Committee Chair