

Downtown Whitby Development Steering Committee Minutes
April 21, 2022 – 8:00 AM
Virtual Meeting

Present: Yvonne Chornobay
Kimberly Copetti, Chair
Jennifer Jenkins
Aryel Maharaj
Rick McDonnell, Heritage Whitby Advisory Committee Representative
Meg Morane, Olde Whitby Neighbourhood Association Representative
Matt Parish, Whitby Chamber of Commerce Representative
Paul Rolland, Vice-Chair
Paul Scott
Chris van der Vliet

Also Present: Councillor Leahy, Mayor's Designate
Brayden Siersma, Economic Development Coordinator
Gerrit Van Heuvelen, Operations Technician
Christy Chrus, Staff Liaison, Manager, Creative Communities
Heather Ellis, Council and Committee Coordinator (Recording Secretary)

Regrets: None noted

Call to Order

1. Disclosures of Interest

1.1 There were no disclosures of interest.

2. Approval of Previous Minutes

2.1 Minutes - January 20, 2022

Recommendation:

Moved By Yvonne Chornobay

That the Downtown Whitby Development Steering Committee minutes of January 20, 2022 be approved.

Carried

3. Presentations

3.1 Joanne Ferns and Fari Nooristani, Business Advisors and My Main Street Ambassadors

Re: My Main Street Local Business Accelerator Program

Joanne Ferns provided a presentation regarding the My Main Street Local Business Accelerator Program. Highlights of the presentation included:

- funding from the Federal Economic Development Agency for Southern Ontario;
- supporting features of the My Main Street Local Business Accelerator Program including a dedicated ambassador, customized market research and data analysis, and non-repayable funding contributions for eligible new and existing small businesses; and,
- the role of the ambassadors such as developing community inventory and opportunity profiles, providing customized market research, and identifying new business opportunities.

A question and answer period ensued regarding:

- the business area boundaries encompassed by the program;
- whether Port Whitby businesses could be included in the program;
- the focus of the program on retail businesses rather than service businesses; and,
- whether the Tourism Relief Fund was affiliated with the My Main Street Local Business Accelerator Program.

3.2 Lara Scott, Program Manager, Events, Culture and Tourism, Town of Whitby

Re: Town of Whitby Events, Culture, and Tourism Initiatives

Lara Scott provided a presentation regarding the Town of Whitby Events, Culture, and Tourism Initiatives. Highlights of the presentation included:

- the four stages of the Special Events Strategy and vision to support the delivery of diverse, sustainable and innovative festivals and events that engage a connected community and enhance the quality of life for residents and visitors;

- 2022 events such as Whitby in Bloom Garden Tour, Culture Pop-Ups, Harvest Festival, Christmas in the Village, and Whitby Lights the Night and Holiday Festival;
- the next steps including retraining volunteers and seeking input from the advisory committees; and,
- the Tourism Strategy designed to act as an opportunity to grow visitor revenue, local jobs, quality of life and pride of place for residents.

A question and answer period ensued regarding:

- what the next steps were for those who participated in the Tourism Ambassador Program; and,
- whether event volunteers could be used as Tourism Ambassadors.

4. General Business and Reports

4.1 Downtown Whitby Development Steering Committee 2021 Annual Report

Kimberly Copetti requested feedback from the Committee regarding the Downtown Whitby Development Steering Committee 2021 Annual Report. Ms. Copetti stated that the Annual Report would be submitted for Council's review.

4.2 Dundas Street and Byron Street Parkette

Christy Chrus advised that funding was received for the downtown Placemaking Project for the Dundas Street and Byron Street Parkette. Ms. Chrus further advised that funding was received to revitalize and upgrade Celebration Square. She stated that moveable tables and chairs, shade elements, and enhanced WiFi were included in the revitalization plan.

4.3 Downtown Safety Initiatives: CCTV Cameras, Garbage, Vandalism

Christy Chrus stated that a provincial grant was received to install four new CCTV cameras in downtown Whitby. Ms. Chrus further stated that the Town was looking to extend the partnership with the Region of Durham and Salvation Army to maintain the Warming Centre for an additional four months. She advised that a general Safety, Vandalism, and Graffiti Walk would take place on Wednesday, May 18, 2022 in downtown Whitby.

4.4 Downtown Whitby Survey Results

Aryel Maharaj provided an update regarding the Downtown Whitby Survey results. Highlights of the update included:

- creating action items and a working document for the 2022-2026 term members by looking at existing initiatives and linking them to long, mid, and short term Committee goals; and,
- submitting comments on the long, mid, and short term goals.

4.5 Department and Organization Updates

Downtown Whitby Business Improvement Area (BIA)

Christy Chrus stated that the Downtown Whitby Business Improvement Area (BIA) was undergoing staffing changes and an update would be provided at a later date.

Whitby Chamber of Commerce

Matt Parish provided an update which included:

- the Annual General Meeting;
- a mental health event at the Deer Creek Golf and Banquet Facility;
- upcoming events including a Regional Chair luncheon, Fairway Friday at the Ashburn Community Centre, and Java Jolts; and,
- six new members joined the Whitby Chamber of Commerce in March.

Economic Development

Brayden Siersma provided an update which included:

- opening of an Amazon Sorting Centre in Whitby;
- launching an Economic Development Newsletter; and,
- an Employment Lands App for Whitby.

Public Works Department

Gerrit Van Heuvelen provided an update which included:

- the Town's waste calendar was going paperless in 2023, and the waste schedule could be accessed online or through the waste buddy app; and,
- the Road Sweeping program.

5. Correspondence

5.1 There was no correspondence.

6. Council Update

- 6.1** Councillor Leahy provided an update regarding:
- nominations for the Municipal Election would open May 2, 2022;
 - a call for artists for the Roebuck Road Mural; and,
 - a tree planting event for Earth Week.

A brief question and answer period ensued regarding the availability of transit to the new Amazon Sorting Centre.

7. Other Business

- 7.1** There was no other business.

8. Next Meeting

- 8.1** Thursday, June 16, 2022 - 8:00 a.m.
Virtual Meeting

9. Adjournment

- 9.1** Motion to Adjourn

Recommendation:

Moved By Chris van der Vliet

That the meeting adjourn.

Carried

The meeting adjourned at 9:32 a.m.

H. Ellis, Council and Committee
Coordinator

Kim Copetti, Committee Chair