

Present: Brooklin Downtown Development Steering Committee

Lynda Armstrong
Rick Batty
Steve Kee
Denise Laframboise (left the meeting at 9:30 a.m.)
Kyle Patterson
Natalie Prychitko
Cameron Richardson (left the meeting at 9:59 a.m.)

Downtown Whitby Development Steering Committee

Yvonne Chornobay
Kimberly Copetti
Jennifer Jenkins
Karey Anne Large
Rick McDonnell
Matt Parish
Lara Perroni
Paul Rolland (left the meeting at 10:00 a.m.)
Paul Scott
Chris van der Vliet

Also Present: Mayor Mitchell
Regional Councillor Leahy, Mayor's Designate, WDDSC
Councillor Lee, Mayor's Designate, BDDSC
Rhonda Jessup, Chief Executive Officer, Whitby Public Library
Dhaval Pandya, Program Manager, Transportation Services
Brayden Siersma, Economic Development Coordinator
Daniel van Kampen, Economic Development Officer
Christy Chrus, Staff Liaison, Project Manager, Downtowns and Culture
Maria McDonnell, Senior Manager, Community Advancements
Laura MacDougall, Council and Committee Coordinator (Recording Secretary)

Regrets: Daniel Acre
Mallory Dawson
Paul Haynes

Susan Madden
Meg Morine
Jennifer Santos

Call to Order

Christy Chrus provided Members of the Committee with an overview of meeting etiquette and procedures with respect to conducting the meeting electronically.

1. Appointment of Acting Chair

1.1 Appointment of Acting Chair

Christy Chrus advised that the appointment for Acting Chair of the Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee for the November 26, 2020 meeting would take place at this time.

Paul Rolland nominated Steve Kee for the position of Acting Chair for the Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee for the November 26, 2020 meeting.

Steve Kee accepted the nomination. There were no further nominations and the nominations were closed.

Recommendation:

Moved By Paul Rolland

That Steve Kee be appointed Acting Chair of the Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee for the November 26, 2020 meeting.

Carried

2. Round Table Introductions

2.1 Members of the Committee and Town Staff introduced themselves via a round table.

3. Disclosures of Interest

3.1 There were no disclosures of interest.

4. Approval of Previous Minutes

4.1 Minutes - November 28, 2019

Recommendation:

Moved By Cameron Richardson

That the Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee minutes of November 28, 2019 be approved.

Carried

5. Presentations

5.1 Chris Kallio, Economic Development Officer, Town of Newmarket
Re: Town of Newmarket Initiatives

Chris Kallio, Economic Development Officer, Town of Newmarket, appeared before the Committee and provided a PowerPoint presentation regarding Town of Newmarket Initiatives. Highlights of the presentation included:

- the Business Assistance Concierge which included the re-deployment of Town Staff and Chamber of Commerce Staff to the Economic Development Department, collaborative efforts to create resources and tools for business, the number of businesses assisted to date, and recurring, post pandemic follow-up and analysis;
- the Mentorship Access Program including the number of volunteer mentors, the number of current participants, and the request for replication by the Ontario Chamber of Commerce;
- expanding existing manufacturing round table meetings to include major sectors within Newmarket such as hospitality and retail;
- details and launch of the Choose Local Campaign for the holiday season and beyond;
- details about the Street Patio Program on Main Street, the 2015 Patio Program Survey results, the 2020 Temporary Patio Access Program, and the number of participating businesses;
- the geographical boundaries of the Community Improvement Plan area and the Business Improvement Area;

- examples of various improvements through the Financial Incentive Program, the Lower Main Street Heritage Improvement Plan, and the 2020 Restoration Project;
- the data on and rationale for the historical commercial assessment growth in the Business Improvement Area;
- Newmarket's Restaurant District, and details about the Downtown Newmarket Garbage Pilot Project including the In-Ground Pilot Project, and the number of restaurant participants;
- the rationale for and the amount of available parking within a five or ten minute walk to Downtown Newmarket;
- details about the four seasons community gathering place located on the east side of and at the rear of Main Street, and the renovations on the old Town Hall including a concert hall and meeting space; and,
- next steps in Newmarket's journey including enhancing marketing and promoting the north end of Main Street, the intersection of Main Street South and Davis Drive, and the strategic priority to pedestrianize lower Main Street.

A question and answer period ensued between Members of the Committee and Mr. Kallio regarding:

- whether recycling containers similar to the containers used for the Garbage Pilot Program have been considered as part of this program;
- whether regular meetings take place with downtown stakeholders;
- the priority or initial step for undertaking downtown stimulation;
- whether there were any creeks along the trails, and the types of vegetation on trails;
- the types of events, including arts and culture, held to attract people to the downtown; and,
- whether Newmarket has any multi-residential projects that have drawn people to live in the downtown area.

6. General Business and Reports

6.1 Recap of November 28, 2019 Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee Meeting

Christy Chrus provided an overview of the November 28, 2019 Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee Meeting which included:

- the presentation by S. Klein, Director of Strategic Initiatives, regarding the Hospital Task Force; and,

- the brainstorming session that took place at the Joint BDDSC and DWDSC meeting in November 2019.

6.2 Common Themes in Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee Strategic Plans

Christy Chrus advised that the strategic plans for both the BDDSC and the DWDSC were distributed to Members of the joint Committee for review and information. She commented on the common themes among both downtown committees, noting that the focus of this meeting would be engagement strategies and the economy. Further, Christy Chrus stated that she would coordinate future presentations to the Committee and requested that Members of the Committee apprise her of the types of presentations they would like to have.

Members of the Committee engaged in a brainstorming session and presented ideas regarding:

- the types of virtual events the Committee could host that may generate sales;
- promoting the shop local programs including www.whitby.ca/shoplocal, ShopDurhamRegion.ca, the Drive Through Downtown Curbside Pickup and whitby.ca/whatsopen online mapping portal;
- promoting digital commerce for both downtowns, developing an ongoing shop local strategy through the holiday season and beyond, and streamlining and marketing curbside pick up;
- options for creating a non-retail business shopping environment;
- methods of engagement with businesses such as electronic newsletters, magazines or digital messaging to highlight various programs, events and shopping locally;
- utilizing Whitby Public Library - Central Branch as a communication hub;
- methods of engaging residents that are not computer/digitally savvy;
- the possibility of a joint committee newsletter, the content for such a newsletter and methods of distribution;
- inviting various businesses to attend a meet and greet with the joint Committee in the first quarter of 2021; and,
- creating a subcommittee to focus on communication and economic strategies.

7. Correspondence

7.1 There was no correspondence

8. Council Update

8.1 Councillor Lee provided updates regarding:

- the Environmental Assessment for the re-routing of Highway 12 (Baldwin Street) through Downtown Brooklin; and,
- development projects including:
 - the new Hyundai dealership located on Winchester Road between Anderson Street and Thicksen Road;
 - the Longos plaza located at the southwest corner of Winchester Road and Baldwin Street which includes a mix of residential and commercial components with a pedestrian walkway;
 - the development south of Roybrook Avenue east of Baldwin Street South to include residential (townhouses) and commercial (proposed medical building);
 - the MTO carpool lot to service commuters for the Whitby Go Station; and,
 - the North Whitby Sports Complex.

8.2 Councillor Leahy provided updates regarding:

- the Hospital Task Force and details about the proposed hospital in Whitby;
- details regarding the Metrolinx - Durham-Scarborough Bus Rapid Transit Project in Downtown Whitby;
- the redevelopment of the old fire hall site in downtown Whitby;
- the Nordik-Spa Nature at Cullen Central Park;
- the encouragement of continued support of local business throughout the COVID-19 pandemic through all levels of government; and,
- Region of Durham programs including the launch of the Anti-Black Racism Task Force, and providing support for members of the community using 911 inappropriately.

9. Other Business

9.1 There was no other business.

10. Next Meeting

10.1 Thursday, March 25, 2021 - 8:00 AM
To be determined/confirmed.

11. Adjournment

11.1 Motion to Adjourn

Recommendation:

Moved By Yvonne Chornobay

That the meeting adjourn.

Carried

The meeting adjourned at 10:03 a.m.

Note: These minutes were approved by the Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee on March 25, 2021.