

**Present:**           **Brooklin Downtown Development Steering Committee**  
Lynda Armstrong, Heritage Whitby Advisory Committee  
Representative  
Steve Kee, Chair  
Denise Laframboise, Vice-Chair  
Kyle Patterson  
Susan Madden  
Natalie Prychitko, Whitby Chamber of Commerce Representative

**Downtown Whitby Development Steering Committee**  
Yvonne Chornobay  
Kimberly Copetti, Chair  
Jennifer Jenkins  
Karey Anne Large, Downtown Whitby Business Improvement Area  
Representative  
Rick McDonnell, Heritage Whitby Advisory Committee  
Representative  
Meg Morane, Olde Whitby Neighbourhood Association  
Representative  
Matt Parish  
Paul Rolland, Vice-Chair  
Paul Scott  
Chris van der Vliet

**Also Present:**   Councillor Leahy, Mayor's Designate, DWDSC  
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  
Gerrit Van Heuvelen, Operations Technician  
Daniel Van Kampen, Economic Development Officer  
Christy Chrus, Manager, Creative Communities  
Maria McDonnell, Staff Liaison, Senior Manager, Community  
Advancements  
Heather Oerlemans, Council and Committee Coordinator  
(Recording Secretary)

**Regrets:**           Daniel Acre

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Rick Batty  
Jennifer Gaskell  
Paul Haynes  
Lara Perroni  
Cameron Richardson

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Call to Order

1. Appointment of Acting Chair

- 1.1** Christy Chrus advised that the appointment of Acting Chair for the Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee would take place at this time.

Paul Rolland nominated Kimberly Copetti for the position of Acting Chair for the Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee.

Kimberly Copetti accepted the nomination.

There were no further nominations and the nominations were closed.

Recommendation:

Moved By Paul Rolland

That Kimberly Copetti be appointed Acting Chair of the Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee.

**Carried**

2. Disclosures of Interest

- 2.1** There were no disclosures of interest.

3. Approval of Previous Minutes

- 3.1** Minutes - November 26, 2020

Recommendation:

Moved By Jennifer Jenkins

That the Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee minutes of November 26, 2020 be approved.

**Carried**

It was the consensus of the Committee to hear Item 8.1, Council Update, at this time.

4. Presentations

- 4.1** Deb Dalziel, Tourism & Destination Coordinator, Township of Centre Wellington  
Re: Defining our Community Downtowns as a Tourist Destination and a Community Cultural Living Room

Deb Dalziel provided a PowerPoint presentation regarding Defining our Community Downtowns as a Tourist Destination and a Community Cultural Living Room. Highlights of the presentation included:

- defining heritage downtowns as a tourist destination and creating a community cultural living room;
- financial opportunities and partnerships such as enhancing certain areas in the region, partnering with Wellington County, and community impact grants;
- animating the community and community events through the creation of a Destination Animation Strategic Co-Investment Project (DASCIP) program;
- the operation of four tourism committees that focus on festival and event readiness, natural assets, and arts and cultural community;
- elevating partnerships by nurturing growth of new events, seeking non-traditional partnerships in Capital Projects, and collaboration between existing festivals and events;
- connecting to the downtown core through a variety of events and festivals;
- strategies to draw repeat tourists such as creating downtown pedestrian pathways during the summer months, community living rooms such as patios and street scape dining, consistent hours and scheduling, themed music nights and weekly scheduled events, and an Ambassador program that operates within the downtown cores; and,
- marketing and promotions that focus on long-term strategic customer relationships, storytelling, enhanced digital media campaigns, and creating a Visitor's Tool Kit.

A question and answer period ensued regarding:

- what strategies were used to get buy-in from businesses within the downtown; and,
- how Google 360 has been used for businesses.

5. Delegations

**5.1** There were no delegations.

6. General Business and Reports

**6.1** Joint Subcommittee Newsletter and Workshops Update

Steve Kee provided an update regarding the Joint Subcommittee Newsletter and Workshops. Mr. Kee stated that the newsletter would focus on businesses within the downtowns. He advised that there were two webinar topics which included:

- Window Displays on April 29, 2021; and,
- Signage on May 6, 2021.

Mr. Kee requested that members share the webinar invitation links to their contacts to generate interest and excitement.

7. Correspondence

**7.1** There was no correspondence.

8. Council Update

**8.1** Councillor Leahy provided updates regarding:

- the Bus Rapid Transit project and encouraging residents to provide feedback;
- updates to the Election Sign By-law and receiving feedback;
- accepting applications for the Mayor's Community Development Fund;
- the Lynde Creek Park redesign public engagement;
- closures to the Whitby Waterfront Trail for resurfacing and widening of various areas along the path;
- Council's approval of the Culture Plan;
- the Art Attack youth event;
- Brooklin Green Shirt Day for Organ Donor Awareness on April 7, 2021;
- the Climate Conversations webinars hosted by the Whitby Sustainability Advisory Committee; and,

- the approved Active Transportation Plan.

Councillor Lee provided updates regarding:

- the three proposed design options for the North Whitby Sports Complex; and,
- upcoming developments such as new plans of sub-divisions and development in the Winchester Road and Baldwin Street area.

It was the consensus of the Committee to hear Item 4.1, at this time.

## 9. Other Business

### 9.1 Economic Development Update

Brayden Siersma provided an Economic Development update which included:

- the Economic Development Plan;
- the launch of a new video series and business support video; and,
- soliciting participants for the patio program in downtown Whitby.

### 9.2 Public Works Update

Dhaval Pandya provided a Public Works update which included traffic calming initiatives in new and existing neighbourhoods.

### 9.3 Whitby Public Library Update

Rhonda Jessup advised that the Whitby Public Library, Central Library, was open for browsing and limited computer use. Ms. Jessup further advised that the Rossland Branch and Brooklin Branch were offering curbside pick up. She stated that a new seed sharing program had been launched and that seeds could be donated to the program as well as picked up for planting.

### 9.4 Chamber Update

Natalie Prychitko advised that a drive-thru Food Drive would be held on April 10, 2021 at 10:00 a.m. and that Mayor Mitchell would be pushing a grocery cart through downtown Whitby.

### 9.5 Whitby Business Improvement Area (BIA) Update

Karey Anne Large advised that March was Downtown Appreciation Month. She further advised that there were several virtual events planned including sign crafting and flower arranging.

**9.6** Olde Whitby Neighbourhood Association

Meg Morane advised that the Olde Whitby Neighbourhood Association was focused on resident awareness of the Metrolinx Bus Rapid Transit proposal.

**9.7** Heritage Whitby Advisory Committee Update

Rick McDonnell provided a Heritage Whitby Advisory Committee update. Mr. McDonnell advised that the Committee reviewed a preliminary report regarding heritage properties that may be impacted by the Metrolinx Bus Rapid Transit proposal.

Lynda Armstrong advised that the Heritage Whitby Advisory Committee discussed the impact the Culture Plan may have on supporting heritage in the downtown.

**10.** Next Meeting

**10.1** Thursday, November 25, 2021 - 8:00 a.m.  
To Be Determined

**11.** Adjournment

**11.1** Motion to Adjourn

Recommendation:

Moved By Karey Anne Large

That the meeting adjourn.

**Carried**

The meeting adjourned at 9:38 a.m.

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

