

Downtown Whitby Development Steering Committee Minutes  
January 21, 2021 – 8:00 AM  
Virtual Meeting

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**Present:** Yvonne Chornobay (logged on at 8:29 a.m.)  
Kim Copetti, Chair  
Karey Anne Large, Downtown Whitby Business Improvement Area Representative  
Rick McDonnell, Heritage Whitby Advisory Committee Representative  
Meg Morine, Olde Whitby Neighbourhood Association Representative  
Matt Parish  
Lara Perroni  
Natalie Prychitko, Whitby Chamber of Commerce Representative (logged off at 9:00 a.m.)  
Paul Rolland, Vice-Chair  
Paul Scott  
Chris van der Vliet

**Also Present:** Rhonda Jessup, Chief Executive Officer, Whitby Public Library  
Gerrit Van Heuvelen, Operations Technician  
Brayden Siersma, Research and Program Coordinator  
Christy Chrus, Staff Liaison, Manager, Creative Communities  
Heather Oerlemans, Council and Committee Coordinator (Recording Secretary)

**Regrets:** Jennifer Jenkins

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Call to Order

1. Appointment of Chair and Vice-Chair

- 1.1 The Committee was advised that the appointment for Chair and Vice-Chair of the Downtown Whitby Development Steering Committee for the January 1, 2021 to December 31, 2021 term would take place at this time.

Christy Chrus called for nominations for the position of Chair of the Downtown Whitby Development Steering Committee.

Karey Anne Large nominated Kim Copetti for the position of Chair of the Downtown Whitby Development Steering Committee.

Kim Copetti accepted the nomination.

There were no further nominations and the nominations were closed.

Christy Chrus called for nominations for the position of Vice-Chair of the Downtown Whitby Development Steering Committee.

Rick McDonnell nominated Paul Rolland for the position of Vice-Chair of the Downtown Whitby Development Steering Committee.

Paul Rolland accepted the nomination.

There were no further nominations and the nominations were closed.

Recommendation:

Moved By Karey Anne Large

That Kim Copetti be appointed Chair of the Downtown Whitby Development Steering Committee for a term ending on December 31, 2021.

**Carried**

Recommendation:

Moved By Rick McDonnell

That Paul Rolland be appointed Vice-Chair of the Downtown Whitby Development Steering Committee for a term ending on December 31, 2021.

**Carried**

2. Disclosures of Interest

2.1 There were no disclosures of interest.

3. Approval of Previous Minutes

3.1 Minutes - September 17, 2020

A spelling error was corrected in the Downtown Whitby Development Steering Committee minutes of September 17, 2020. The Olde Whitby Neighbourhood Association representative's surname was corrected to read Morine.

Recommendation:

Moved By Karey Anne Large

That the Downtown Whitby Development Steering Committee minutes of September 17, 2020, as amended, be approved.

**Carried**

4. Presentations

4.1 There were no presentations.

5. Delegations

5.1 There were no delegations.

6. General Business and Reports

6.1 Downtown Whitby Development Steering Committee 2020 Annual Report

Kim Copetti requested feedback regarding the Downtown Whitby Development Steering Committee 2020 Annual Report. Ms. Copetti further requested that the Committee approve the 2020 Annual Report.

Recommendation:

Moved By Lara Perroni

That the Downtown Whitby Development Steering Committee 2020 Annual Report be approved.

**Carried**

6.2 Metrolinx Bus Rapid Transit (BRT) Update

Christy Chrus shared the proposal of the Metrolinx Bus Rapid Transit (BRT) with the Committee. Ms. Chrus stated that the Metrolinx BRT would travel between Scarborough and Oshawa along Highway 2. She advised that Metrolinx BRT was working with Durham Region Transit and that the proposal would provide bus rapid transit through municipal downtowns east of Toronto. She stated that the proposal included installation of transit stop platforms in downtown Whitby and a 'transit mall' in the downtown. This would include removing the downtown parking.

Discussion ensued regarding:

- concerns about overflow traffic being diverted onto residential roads;
- requiring additional information relating to traffic flow and how traffic would be re-routed from the downtown;
- the benefits of a 'transit mall';
- requiring a secondary plan from the Town to highlight how the Metrolinx BRT would function in the Town of Whitby;
- determining who was responsible for different aspects of the project such as communicating with residents; and,
- requesting additional investments from Metrolinx that would alleviate concerns of the Metrolinx BRT such as traffic calming measures and supports for parking.

Kim Copetti suggested that the Committee draft a letter requesting additional investments from Metrolinx into the downtown and defining who was responsible for communicating and engaging residents living in the downtown.

It was the consensus of the Committee to draft a letter for Council.

Kim Copetti advised that a letter would be drafted and then circulated to the Committee for feedback. Ms. Copetti stated that the letter would be prepared and ready for February.

### **6.3 Joint Downtown Steering Committees Sub-committee Initiatives Update**

Paul Rolland provided an update regarding the Joint Downtown Steering Committees Subcommittee initiatives which included:

- creating a newsletter that highlights the positive ways in which businesses have adapted to COVID-19; and,
- planning workshops for May such as how to design signage, and creating window displays.

Discussion ensued regarding:

- strategies to attract specific types of businesses to the downtown;
- polling residents to determine the types of businesses they would like represented in the downtown;
- launching a survey at the Farmer's Market to determine what services residents would prefer in the downtown; and,
- contacting 1855 Whitby Technology Accelerator to determine what services would increase their success.

#### **6.4 Downtown Whitby Secondary Plan Review**

Christy Chrus advised that the Downtown Whitby Secondary Plan Survey was now closed. Ms. Chrus stated that phase two would focus on land use and the vision of the downtown.

#### **6.5 Dunlop Street East Streetscape Improvements**

Christy Chrus provided an update regarding the Dunlop Street East Streetscape Improvements project for the summer 2021. Ms. Chrus advised that grant funding had been received to create a more inviting space along Dunlop Street East such as impressed concrete, planters with trees, benches, and accessible curbs. She stated that Town staff were working with the Whitby Business Improvement Area (BIA) to look at opportunities for the downtown mural program along Dunlop Street East.

Discussion ensued regarding:

- working with the Ontario Musicians Cooperative Inc. to create busking opportunities outside of Whitby Audio;
- creating a cohesive plan for the murals in the district; and,
- the theme of the downtown mural program.

#### **6.6 Recap of 2020 Façade Grant Applications**

Christy Chrus provided an overview of various grant applications that were approved in 2020 including:

- interior heritage building grants at 108 Dundas Street West, and 173 Brock Street North;
- a sign and design grant at 107 Kent Street;
- a facade grant at 406 Brock Street South, and facade grant and design grant at 112 Colborne Street West;
- a sign grant at 101 and 101 1/2 Mary Street; and,
- a facade grant, sign grant, and design grant at 115 Dundas Street West.

**6.7** Department and Organization Updates

Downtown Whitby Business Improvement Area (BIA)

Karey Anne Large advised that the Downtown Whitby Business Improvement Area (BIA) was waiting for Council's approval of new board members. Ms. Large stated that the BIA was hoping to move forward with Beerfest and the Christmas Market events this year. She further stated that the BIA launched a new website and rebrand in 2020.

Olde Whitby Neighbourhood Association

Meg Morine provided an update regarding the Olde Whitby Neighbourhood Association. Ms. Morine stated that there were concerns regarding traffic overflow onto residential streets due to the Metrolinx BRT project.

Heritage Whitby Advisory Committee

Rick McDonnell advised that the Heritage Whitby Advisory Committee was busy with properties in Brooklin.

Whitby Public Library

Christy Chrus advised that all three Whitby Public Library locations were offering contactless pickup service. Ms. Chrus stated that the library was offering 'To-Go Kits' for kids, teens, and families. She further stated that upcoming services included a movie binge box, and seed collection for the seed lending library.

Economic Development

Brayden Siersma stated that the focus was on the Economic Recovery Plan and raising awareness of grant programs offered by the province to businesses that have suffered losses due to COVID-19 shutdowns. Mr. Siersma further stated that there was a new CEO at the 1855 Whitby Technology Accelerator. He advised that Paul Pirri was the new Senior Manager of Economic Development with the Town of Whitby.

**7.** Correspondence

**7.1** There was no correspondence.

**8.** Council Update

**8.1** Christy Chrus advised that Council had set the budget target at .55 percent on the overall tax bill, but that the budget had not been finalized.

9. Other Business

**9.1** Outdoor Skating Rinks

Paul Rolland provided an update regarding outdoor skating rinks in the Town.

Christy Chrus advised that this project had been delayed due to COVID-19 but is still being considered.

**9.2** Fire Hall Site

Rick McDonnell requested an update regarding the Brookfield Site (Fire Hall Site).

Christy Chrus advised that servicing was built in the fall, and that permits were anticipated to be issued in April for further development.

10. Next Meeting

**10.1** Thursday, March 18, 2021 - 8:00 a.m.  
Virtual Meeting

11. Adjournment

**11.1** Motion to Adjourn

Recommendation:

Moved By Paul Scott

That the meeting adjourn.

**Carried**

The meeting adjourned at 9:24 a.m.

**Note: These minutes were approved by the Downtown Whitby Development Steering Committee on March 18, 2021.**