

Brooklin Downtown Development Steering Committee Minutes
September 23, 2021 – 8:00 AM
Virtual Meeting

Present: Lynda Armstrong, Heritage Whitby Advisory Committee Representative
Steve Kee, Chair
Denise Laframboise, Vice-Chair
Susan Madden
Kyle Paterson
Cameron Richardson
Andrew Scuse, Whitby Chamber of Commerce Representative

Also Present: Councillor Lee, Mayor's Designate
Mallory Dawson, Whitby Public Library Representative
Sanjeev Dewett, Senior Manager of Community Advancements
Dhaval Pandya, Program Manager, Transportation Services
Daniel Van Kampen, Economic Development Officer
Christy Chrus, Staff Liaison, Manager, Creative Communities
Heather Ellis, Council and Committee Coordinator (Recording Secretary)

Regrets: Paul Haynes
James O'Hearn

Call to Order

1. Disclosures of Interest

1.1 There were no disclosures of interest.

2. Approval of Previous Minutes

2.1 Minutes - June 24, 2021

Recommendation:

Moved By Kyle Paterson

That the Brooklin Downtown Development Steering Committee minutes of June 24, 2021 be approved.

Carried

3. Presentations

- 3.1** Paul Bettings, Ground Lines Media and Matt West, Vice President of Development, Fieldgate Commercial Properties
Re: Brooklin Mural Project

Note: This item was withdrawn and postponed to a future Brooklin Downtown Development Steering Committee meeting.

4. Delegations

- 4.1** There were no delegations.

5. General Business and Reports

5.1 Highway 7/12 Alternate Route

Steve Kee stated that residents had expressed concerns regarding the location of the Highway 7/12 Alternate Route. Mr. Kee requested an update from Town Staff regarding the project.

Tara Painchaud provided an update regarding the Highway 7/12 Alternate Route which included:

- hosting three Community Open Houses;
- hosting webinars to gain feedback from stakeholders, residents, and community groups;
- refining possible routes based on public feedback to bring forward to Council for review;
- hosting a fourth Community Open House on the proposed Highway 7/12 Alternate Route in February 2022; and,
- refining the proposed Highway 7/12 Alternate Route while considering all comments and feedback.

Discussion ensued regarding:

- the history of the Highway 7/12 Alternate Route and Environmental Assessment;
- ensuring concerns from residents were addressed;
- collecting accurate information and providing a report to Council in order to select the best Highway 7/12 Alternate Route;
- providing information to the public regarding the Highway 7/12 Alternate Route through the Connect Whitby website; and,

- reviewing presentations regarding the Highway 7/12 Alternate Route for additional information.

5.2 Roebuck Street Placemaking

Christy Chrus advised that there were two options presented for the Roebuck Street Placemaking initiative, including:

- closing Roebuck Street to vehicular traffic for two weeks as a pilot project; and,
- closing Roebuck Street to vehicular traffic during July and August 2022.

Ms. Chrus stated that the second option would permit businesses to expand their patio space during the summer months. She further stated that local businesses directly impacted by the closure expressed interest in the initiative. She advised that challenges impacting businesses located near Roebuck Street included parking spaces and receiving deliveries.

Tara Painchaud stated that traffic volume data indicated that closing Roebuck Street would increase traffic on Cassels Road. Ms. Painchaud advised that the six parking spaces located on Roebuck Street would be inaccessible during the closure.

Discussion ensued regarding:

- safety concerns regarding traffic turning onto Baldwin Street from Cassels Road;
- costing for the closure; and,
- concerns regarding pedestrian safety on Roebuck Street.

A question and answer period ensued regarding whether the temporary closure was a pilot program with the potential to make the closure permanent and expand Grass Park.

5.3 Downtown Tourism Survey

Christy Chrus advised that the Downtown Tourism Survey results could be discussed at the Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee. Ms. Chrus stated that the data would be provided to the Committee prior to the joint meeting. She requested that Members complete the survey.

5.4 Organization and Department Updates

Whitby Chamber of Commerce

Andrew Scuse provided an update for the Whitby Chamber of Commerce regarding:

- the Member Mornings talks;
- the Business Summit, a virtual event focused on culture and building a foundation to help businesses thrive;
- the Peter Perry and Business Achievement awards which would be held virtually on November 10, 2021 from 6:30 p.m. to 8:00 p.m.; and,
- the Connect Women events.

Heritage Whitby Advisory Committee

Lynda Armstrong provided an update for the Heritage Whitby Advisory Committee regarding:

- delisting of 625 Columbus Road West;
- refurbishing of the historic plaques;
- a grant for expanding the Charles H. Best Diabetes Centre; and,
- an application for demolition of 20 Cassels Road East.

Whitby Public Library

Mallory Dawson provided an update for the Whitby Public Library regarding:

- reopening of all Whitby Public Library branches and expanding the Main Branch hours to 10:00 a.m. to 9:00 p.m., Monday to Thursday;
- continuing virtual programs; and,
- fall programs including book clubs, online story time, weekly workshops for adults, digital movie club, and launch pads (i.e., preloaded iPad that does not require internet access).

Economic Development

Daniel Van Kampen provided an update for Economic Development regarding:

- the Economic Recovery Plan;
- the Economic Development Strategy; and,
- investigating suitable sites for a Sustainable Urban Agriculture Centre in partnership with the Barrett Centre and Durham College.

Public Works Department

Dhaval Pandya provided an update for the Public Works Department regarding:

- the Mid-Block Arterial Environmental Assessment;

- the Active Transportation Plan;
- the 'Walktober' month of October initiative;
- improvements at the Anderson Street and Taunton Road intersection; and,
- the Brooklin North Major Roads Environmental Assessment.

It was the consensus of the Committee to hear Item 7.1, Council Update, at this time.

6. Correspondence

6.1 Correspondence from J. Schofield, Project Manager, Sustainability and Climate Change, regarding Committee Engagement Representatives for Whitby Climate Adaptation Plan

Christy Chrus stated that the Whitby Climate Change Adaptation Plan was seeking representatives from the Advisory Committees to participate in an interview.

Steve Kee volunteered.

7. Council Update

7.1 Councillor Lee provided an update regarding:

- a \$250,000 grant disbursed over a ten year period for expanding the Charles H. Best Diabetes Centre;
- working with Economic Development; and,
- continued development and growth in the Brooklin area.

It was the consensus of the Committee to hear Item 6.1 Correspondence from J. Schofield, Project Manager, Sustainability and Climate Change, regarding Committee Engagement Representatives for Whitby Climate Adaptation Plan, at this time.

8. Other Business

8.1 Thank You to Former Brooklin Downtown Development Steering Committee Members

Steve Kee stated that two resignations had been received and extended a thank you to Rick Batty and Jennifer Gaskell on behalf of the Brooklin Downtown Development Steering Committee for their service on the Committee.

9. Next Meeting

- 9.1** Thursday, January 27, 2022 - 8:00 a.m.
To be determined

10. Adjournment

- 10.1** Motion to Adjourn

Recommendation:

Moved By Andrew Scuse

That the meeting adjourn.

Carried

The meeting adjourned at 9:36 a.m.

Note: These minutes were approved by the Brooklin Downtown Development Steering Committee on January 27, 2022.