

Brooklin Downtown Development Steering Committee Minutes  
April 25, 2019 – 8:00 AM  
Board Room, Brooklin Community Centre & Library  
8 Vipond Road

---

**Present:** Daniel Acre, Chair  
Lynda Armstrong  
Rick Batty  
Paul Haynes  
Steve Kee, Vice-Chair  
Natalie Prychitko  
Susan Madden  
Tamara McKee  
Cameron Ricardson  
Jennifer Santos (left at 9:31 a.m.)

**Also Present:** Councillor Lee, Mayor's Designate  
Mallory Dawson, Whitby Public Library Representative  
Joshua Schembri, Project Engineer, Capital Projects  
Daniel Van Kampen, Economic Development Officer  
Maria McDonnell, Staff Liaison, Manager, Sustainability, Heritage,  
Downtown and Community Development  
Christy Chrus, Staff Liaison, Principal Planner  
Heather Oerlemans, Council and Committee Coordinator  
Shivani Mulekar, Council and Committee Coordinator (Recording  
Secretary)

**Regrets:** Denise Laframboise

---

1. Disclosures of Interest

1.1 There were no disclosures of interest.

2. Approval of Previous Minutes

2.1 Minutes - February 28, 2019

Recommendation:

Moved By Rick Batty

That the Brooklin Downtown Development Steering Committee minutes

of February 28, 2019 be approved.

**Carried**

It was the consensus of the Committee to hear Item 5.4, Harvest Festival Booth, at this time.

3. Presentations

**3.1** Teresa Shaver, Executive Director, Business Advisory Centre Durham  
Re: Digital Main Street

Teresa Shaver, Executive Director, Business Advisory Centre Durham, appeared before the Committee to present information regarding the Digital Main Street program, including:

- that the Digital Main Street program is a partnership initiative between the Province of Ontario and Ontario Business Improvement Area Association;
- that the Digital Main Street program offers workshops, networking opportunities, and grants to small businesses to adopt new technologies and learn digital skills; and,
- that they are one of 54 similar centres based in Ontario.

Discussion ensued among Members of the Committee regarding:

- the total amount of grant funding available;
- whether home-based businesses are eligible for grant funding;
- the cost of the workshops;
- whether there is reporting to track success of the program and if there is follow-up with business owners; and,
- how the program is funded.

4. Delegations

**4.1** There were no delegations.

5. General Business and Reports

**5.1** 2019-2022 Brooklin Downtown Development Steering Committee Work Plan

Christy Chrus provided updates about the Committee's 2019-2022 Work Plan indicating that a joint meeting between the Downtown Whitby Development Steering Committee and Brooklin Downtown Development Steering Committee would be held on June 20, 2019.

Discussion ensued amongst Members of the Committee regarding:

- the Town's social media policy and the ability for Advisory Committees to share messages through the Town's social media accounts, provided content is approved by the Town's Corporate Communications Division;
- the ability for Committee members to use their personal social media accounts to promote events within the Town of Whitby; and,
- that the Planning and Development Department Summer Student could research various social media channels that would be suitable to connect to different age groups.

It was the consensus of the Committee to hear Item 3.1, Presentations, at this time.

## **5.2 2011 Strategic Action Plan Update**

Christy Chrus provided an update regarding a subcommittee meeting to be held at the Brooklin Community Centre and Library on May 23, 2019 at 8:00 a.m. She requested that Members meet prior to this meeting to review the 2011 Strategic Plan and analyze the goals that have been accomplished through 2019.

## **5.3 Brooklin Downtown Development Steering Committee Newsletter Topics**

Dan Acre advised that articles for the Newsletter would be due before June and requested topics for articles. Article topics included:

- a 'maker space' article for new businesses;
- an article featuring the history of Roy Ormiston;
- the architectural styles of Downtown Brooklin;
- an advertisement promoting a wine and cheese event for business owners and landlords in early September;
- the Brooklin Post Office; and,
- Landmark Square.

It was the consensus of the Committee to hear Item 5.1, 2019-2022 Brooklin Downtown Development Steering Committee Work Plan, at this time.

## **5.4 Harvest Festival Booth**

Christy Chrus advised that there would be a joint meeting held in June 2019 to discuss booth setup for the Harvest Festival on September 14, 2019.

Dan Acre advised that four volunteers would be required for the Harvest Festival Booth.

It was the consensus of the Committee to hear Item 5.3, Brooklin Downtown Development Steering Committee Newsletter Topics, at this time.

**5.5 Chamber of Commerce Update**

Natalie Prychitko advised that the Chamber of Commerce had launched a youth networking event for entrepreneurs under the age of 30. She advised that the Mayor's Luncheon was scheduled for May 1, 2019 and added that the Chamber of Commerce would be organizing a youth speaker's series celebrating the success stories of the Town's young and successful residents.

**5.6 Heritage Whitby Advisory Committee Update**

Lynda Armstrong provided an update regarding the Log Cabin, indicating that the Town was in the process of designating it as a heritage building under Part IV of the Ontario Heritage Act.

**5.7 Whitby Public Library Update**

Mallory Dawson advised that the How-to in 10 event hosted by the Whitby Public Library on April 13, 2019 was a success. She provided a list of upcoming events at the library and added that the Southern Ontario Library Service had announced the suspension of the Province's inter-library loan program due to budget cuts.

**5.8 Economic Development Update**

Daniel Van Kampen provided updates regarding economic development, including:

- 1855 Whitby, a technology accelerator was launched in April 2019;
- that the Town's Economic Development Division is collaborating with the Canadian Manufacturers and Exporters to initiate a pilot event for the Durham Chapter on May 31, 2019 at the Whitby Centennial Building;
- that a business survey would be conducted in June 2019 to collect data related to existing businesses, their locations, and their future plans;
- that a foreign direct investment video would be presented at the

Mayor's Luncheon;

- a development proposal at Thickson Road North and Conlin Road for a warehouse that could be as large as one million square feet; and,
- that the Town of Whitby received its Platinum Certification from the World Council on City Data (WCCD) and International Organization for Standardization (ISO) 37120 in 2019, and the Town of Whitby ranked fourth on environment and clean air quality indicators.

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

**5.9 Public Works Department Update**

Joshua Schembri provided an update regarding the Brooklin Alternate Route Study, the Mid-Block Arterial Project, and the review of an interchange on Highway 407 at Cochrane Street.

**6. Correspondence**

**6.1** There was no correspondence.

**7. Council Update**

**7.1** Councillor Lee provided an update regarding:

- Council's support to name the Main Hall at 1855 Whitby the Peter LeBel Hall and to name the Rossland Soccer Fields the Peter LeBel Fields;
- Council's position regarding the ongoing Regional government review and municipal amalgamation; and,
- Council direction to Town Staff to report back on a standalone Election Sign By-law.

It was the consensus of the Committee to hear Item 5.9, Public Works Department Update, at this time.

**8. Other Business**

**8.1** There was no other business.

**9. Next Meeting**

**9.1** June 20, 2019 - 8:00 a.m.  
Regal Room, Centennial Building

416 Centre Street South

10. Adjournment

**10.1** Motion to Adjourn

Recommendation:

Moved By Natalie Prychitko

That the meeting adjourn.

**Carried**

The meeting adjourned at 9:34 a.m.

---

S. Mulekar, Council and Committee  
Coordinator

---

Daniel Acre, Committee Chair