

Brooklin Downtown Development Steering Committee Minutes  
April 28, 2022 – 8:00 AM  
Virtual Meeting

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**Present:** Lynda Armstrong, Vice Chair, Heritage Whitby Advisory Committee Representative  
Steve Kee, Chair  
Susan Madden  
Kyle Paterson  
Andrew Scuse, Whitby Chamber of Commerce Representative  
Adam Walker

**Also Present:** Councillor Lee, Mayor's Designate  
Mallory Dawson, Whitby Public Library Representative  
Brandon Ewart, Program Manager, Development Infrastructure  
Daniel Van Kampen, Acting Staff Liaison, Economic Development Officer  
Heather Ellis, Council and Committee Coordinator (Recording Secretary)

**Regrets:** Paul Haynes  
Denise Laframboise  
Alex MacCulloch  
James O'Hearn  
Cameron Richardson

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Call to Order

1. Appointment of Vice Chair

- 1.1** The Committee was advised that the appointment for Vice Chair of the Brooklin Downtown Development Steering Committee for the January 1, 2022 to November 14, 2022 term would take place at this time.

Steve Kee called for nominations for the position of Vice Chair of the Brooklin Downtown Development Steering Committee.

Lynda Armstrong volunteered for the position of Vice Chair of the Brooklin Downtown Development Steering Committee.

There were no further nominations and the nominations were closed.

Recommendation:

Moved By Adam Walker

That Lynda Armstrong be appointed Vice Chair of the Brooklin Downtown Development Steering Committee for a term ending on November 14, 2022.

**Carried**

2. Disclosures of Interest

**2.1** There were no disclosures of interest.

3. Approval of Previous Minutes

**3.1** Minutes - January 27, 2022

Recommendation:

Moved By Kyle Paterson

That the Brooklin Downtown Development Steering Committee minutes of January 27, 2022 be approved.

**Carried**

4. Presentations

**4.1** J. D. Thomas, Business Advisor, My Main Street Ambassador  
Re: My Main Street Local Business Accelerator Program

J. D. Thomas provided a presentation regarding the My Main Street Local Business Accelerator Program. Highlights of the presentation included:

- funding from the Federal Economic Development Agency for Southern Ontario;
- supporting features of the My Main Street Local Business Accelerator Program including a dedicated ambassador, customized market research and data analysis, and non-repayable funding contributions for eligible new and existing small businesses; and,

- the role of the ambassadors such as developing community inventory and opportunity profiles, providing customized market research, and identifying new business opportunities.

A question and answer period ensued regarding:

- the top three needs of businesses;
- whether there was a business directory for downtown Brooklin; and,
- whether Digital Main Street was affiliated with the My Main Street Local Business Accelerator Program.

**4.2** Lara Scott, Program Manager, Events, Culture and Tourism, Town of Whitby

Re: Town of Whitby Events, Culture and Tourism Initiatives

Lara Scott provided a presentation regarding Town of Whitby Events, Culture and Tourism Initiatives. Highlights of the presentation included:

- the four stages of the Special Events Strategy and vision to support the delivery of diverse, sustainable and innovative festivals and events that engage a connected community and enhance the quality of life for residents and visitors;
- 2022 events such as Whitby in Bloom Garden Tour, Culture PopUps, Harvest Festival, Christmas in the Village, and Whitby Lights the Night and Holiday Festival;
- the next steps including retraining volunteers and seeking input from the advisory committees; and,
- the Tourism Strategy designed to act as an opportunity to grow visitor revenue, local jobs, quality of life and pride of place for residents.

A brief question and answer period ensued regarding tools for notifying downtown businesses of upcoming events.

**5. General Business and Reports**

**5.1** 2021 Brooklin Downtown Development Steering Committee Annual Report

Steve Kee stated that the 2021 Brooklin Downtown Development Steering Committee Annual Report would be submitted to Council and requested feedback from the Committee.

Recommendation:

Moved By Andrew Scuse

That the Brooklin Downtown Development Steering Committee approve the 2021 Brooklin Downtown Development Steering Committee Annual Report as presented.

**Carried**

**5.2** Roebuck Street Placemaking Update and Jury Panel Member

Steve Kee requested a volunteer from the Brooklin Downtown Development Steering Committee to serve on the jury panel to review the call for artist submissions for the Roebuck Street Placemaking Mural.

**5.3** Organization and Department Updates

Whitby Chamber of Commerce

Andrew Scuse provided an update which included:

- the February Black History month event;
- the Mental Health luncheon on April 13, 2022;
- the Regional Chair's Address in Ajax on April 28, 2022;
- a Member of Provincial Parliament (MPP) forum on May 19, 2022;
- the Fairway Friday golf event on June 3, 2022;
- the Connect Women event on May 12, 2022; and,
- the Java Jolts and election of the new Board of Directors.

Heritage Whitby Advisory Committee

Lynda Armstrong provided an update which included:

- a review of the Heritage Whitby Advisory Committee's work plan, action list, and designation of properties;
- establishing a Heritage Day;
- participating in the Harvest Festival; and,
- resuming the Heritage Newsletter.

Whitby Public Library

Mallory Dawson provided an update which included:

- commencing in person programming; and,
- planning summer programming.

Economic Development

Daniel Van Kampen provided an update which included:

- implementing the Economic Development Strategy;
- completing the employment land and investment readiness sites Geographic Information System (GIS) Mapping project;
- developing a concierge system to formalize a corporate call-in program;
- focusing new marketing materials that would include four sectors to accelerate progress in Whitby including advanced manufacturing, information and communications technology, professional and technical services, and downtowns and lifestyle industries; and,
- developing a newsletter.

#### Engineering Department

Brandon Ewart provided an update which included:

- introducing paid parking in municipal lots;
- Bike Month;
- installing speed humps on Robert Attersley Drive and Montgomery Avenue;
- ongoing consultations with stakeholders for the Highway 7/12 Environmental Assessment; and,
- eliminating tolls on Highways 412 and 418.

#### 6. Council Update

##### 6.1 Councillor Lee provided an update regarding:

- current and future development projects in Brooklin that will continue to include buildings with increased heights, such as the Draft Plan of Subdivision Application and Zoning By-law Amendment Applications for 6760 and 6900 Baldwin Street North (Staff Report PDP 21-22) to support population growth;
- removing the tolls on Highways 412 and 418;
- the Whitby Sports Complex; and,
- a District Energy Project in collaboration with Elexicon as part of the Whitby Sports Complex.

#### 7. Other Business

##### 7.1 There was no other business.

#### 8. Next Meeting

##### 8.1 Thursday, June 23, 2022 - 8:00 a.m. Virtual Meeting

9. Adjournment

**9.1** Motion to Adjourn

Recommendation:

Moved By Andrew Scuse

That the meeting adjourn.

**Carried**

The meeting adjourned at 9:30 a.m.

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H. Ellis, Council and Committee  
Coordinator

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S. Kee, Committee Chair