

Downtown Whitby Development Steering Committee Minutes
April 19, 2018 – 8:00 AM
Reynolds Room, Whitby Centennial Building
416 Centre Street S., Whitby

Present: Donna Bolton-Steele
Grace Cardona
Yvonne Chornobay
Kimberly Copetti, Chair
Deanna Hollister (arrived at 8:06 a.m.)
Rick McDonnell
Natalie Prychitko
Paul Rolland
James Wineck

Also Present: Alison Albrecht, Supervisor of Parking Services
Karey Large, Vice Chair, Downtown Whitby BIA (arrived at 8:20 a.m.)
Peter LeBel, Commissioner of Community and Marketing Services
Liam Nichols, Executive Director, Downtown Whitby BIA (arrived at 8:37 a.m.)
Lara Scott, Lead, Special Events
Christy Chrus, Staff Liaison, Principal Planner
Maria McDonnell, Staff Liaison, Manager, Sustainability, Heritage, Downtown and Community Development
Laura MacDougall, Council and Committee Coordinator
Heather Oerlemans, Council and Committee Coordinator (Recording Secretary)

Regrets: Bob Baker
Tara Painchaud
Chris Van der Vliet
Lynn Winterstein, Vice-Chair

The meeting began at 8:03 a.m.

1. Disclosures of Interest
 - 1.1 There were no disclosures of interest.
2. Approval of Previous Minutes
 - 2.1 Minutes - February 15, 2018

Recommendation:

Moved By Paul Rolland.

That the Downtown Whitby Development Steering Committee minutes of February 15, 2018 be approved.

Carried

3. Presentations/Deputations

3.1 Lara Scott, Lead, Special Events
Re: Town Events

Lara Scott appeared before the Committee to present information regarding Open Streets Whitby, including:

- The proposed date and time options for the event;
- The objectives and concept of the project such as encouraging physical activity and community-building;
- The details and requirements of the two proposed route options including the 1.6 km option and the 1.2 km option;
- Feedback received by the development team; and
- The next steps in the project.

Discussion ensued regarding:

- Concerns with the proposed length of the route possibly creating gaps between activities;
- The overall preference of the Committee for holding the event on Saturday commencing at 10:00 a.m.;
- Strategies for measuring success of the event;
- Methods that would be used to obtain feedback from local residents; and
- Concern over complaints from local residents regarding access in and out of their property during the event.

3.2 Natalie Prychitko, Chief Executive Officer, Whitby Chamber of Commerce
Re: Chamber of Commerce update

Natalie Prychitko, Chief Executive Officer, Whitby Chamber of Commerce, appeared before the Committee to provide an update regarding the Annual General Meeting (AGM) and new Board of Directors. Ms. Prychitko provided a summary of the AGM business

succession planning initiatives including:

- Developing better relationships with community partners such as the Abilities Centre and Business Advisory Centre Durham (BACD);
- Collaborating with Young Entrepreneurs and Professionals (YEP) to develop their networking skills;
- Increasing the Chamber of Commerce's presence at local events such as Food Truck Frenzy and Ribfest;
- Engaging in non-traditional, after hours networking events such as Paint Night; and
- Supporting the 'Hire Immigrants' program.

3.3 Christy Chrus, Staff Liaison, Principal Planner
Re: Downtown Whitby Community Improvement Plan

Christy Chrus provided an update regarding incentive programs to encourage development in the downtown area.

Discussion ensued regarding:

- How the incentive program would encourage growth in commercial, office, and residential areas;
- The Historic Downtown Whitby area as the focal point for the program; and
- The details of the 6 incentive programs such as Development Charge Reduction, Cash-in-Lieu of Parking, Tax Increment Grant, Facade Improvement and Design Grant, Sign Grant, and Interior Heritage Building Grant.

A question and answer period ensued regarding:

- The details regarding the procedural requirements for the Cash-in-Lieu of Parking funds;
- Requirements for the eligible amount for the Facade Improvement and Design Grant; and
- The success of similar incentive programs in other areas such as University of Ontario Institute of Technology.

4. General Business and Reports

4.1 Downtown Whitby Action Plan

Celebration Square Noise Mitigation

Maria McDonnell advised that an information report was being prepared to explore types of barriers that could be used to limit noise at Celebration Square as well as other initiatives the Town would be undertaking. Ms. McDonnell advised that projects such as Gateways

may lessen noise issues due to traffic calming measures.

Streetside Patio Pilot Project for 2018

Christy Chrus provided an update on the outcome of the Streetside Patio Pilot project in 2017.

Historic Gateways - Stakeholder Meeting Feedback

Christy Chrus advised that the Historic Gateways project was still in the concept phase. She advised that deliberations include which elements would have the biggest impact and cost efficiency.

Parking Study

Alison Albrecht advised that the next stakeholders meeting would be held on May 28, 2018 and would introduce the next steps and recommendations for the Parking Study.

Pedestrian Safety and Transportation Action Plan

Maria McDonnell advised that the stakeholder meeting was well attended and a status report on this study would be available in June 2018.

4.2 DWDSC Mandate and Strategic Plan

Discussion ensued regarding:

- Existing goals and proposed goals of the Committee;
- The importance of including the preservation of heritage in the goals of the Committee; and
- The re-branding initiative which includes attributes such as activity, growth, sustainability, innovation, historic and diversity.

4.3 Walk of Fame

Based on discussion, it was the consensus of the Committee to support and assist the proposed Walk of Fame initiative.

4.4 Downtown Whitby Spring Clean-Up - April 21, 2018 at 10:00 a.m.

Christy Chrus advised that the meeting location for the Downtown Whitby Spring Clean-Up held on April 21, 2018 was at Celebration Square.

4.5 Communications Sub-Committee - 2018 Newsletter Topics

Paul Rolland provided a brief update regarding the Newsletter and advised that the release date of the Newsletter should not conflict with the May release of the Downtown Magazine.

4.6 Downtown Whitby BIA Update

Liam Nichols advised that the Downtown Whitby Beer Festival tickets were available online and the current proposal was to hold the Festival on June 16, 2018.

4.7 Public Works Department Update

Alison Albrecht provided an update regarding the impressed concrete at Dundas Street and Mary Street, and advised that the height of the two meter posts would be reduced to one meter.

4.8 Community and Marketing Services Department Update

There was no Community and Marketing Services Department update.

4.9 Whitby Public Library Update

There was no Whitby Public Library update.

4.10 Whitby Chamber of Commerce Update

There was no Whitby Chamber of Commerce update.

4.11 Heritage Whitby Advisory Committee Update

Rick McDonnell provided an update regarding the Heritage Whitby Advisory Committee (HWAC), and advised that 320 St. John Street West was for sale. Mr. McDonnell distributed information regarding the Doors Open event including a request for volunteers form.

4.12 Olde Whitby Neighbourhood Association (OWNA) Update

There was no OWNA update.

5. Correspondence

5.1 There was no correspondence.

6. Council Update

6.1 Councillor Roy was not in attendance. Therefore, there was no Council update.

7. Other Business

7.1 There was no other business.

8. Next Meeting

8.1 Thursday May 17, 2018 - 8:00 a.m.
Meeting Room 1B, Whitby Central Library
405 Dundas Street West

9. Adjournment

9.1 Motion to Adjourn

Recommendation:

Moved By Paul Rolland

That the meeting adjourn.

Carried

The meeting adjourned at 10:10 a.m.

H. Oerlemans, Council/Committee
Coordinator

Kim Copetti, Committee Chair