

**Present:** Lynda Armstrong (logged off at 8:20 p.m.)  
Laura Bisset, Vice Chair  
Margaret Clayton  
Karey Anne Large  
Paul Rolland  
Rick McDonnell  
Mark McGowan  
Terry Standish

**Also Present:** Councillor Newman, Mayor's Designate  
Sarah Ferencz, Library Archivist  
Lori Tesolin, Supervisor, Policy and Heritage, and Principal Planner  
Peter Henley, Staff Liaison, Planner II, Downtown Development  
Heather Ellis, Council and Committee Coordinator (Recording Secretary)

**Regrets:** Lynn Collins, Chair  
Deanna Hollister  
Brian Winter, Honourary Member

---

Call to Order

1. Disclosures of Interest

1.1 There were no disclosures of interest.

2. Approval of Previous Minutes

2.1 Minutes - February 8, 2022

Recommendation:

Moved By Terry Standish

That the Heritage Whitby Advisory Committee minutes of February 8, 2022 be approved.

**Carried**

3. Presentations

**3.1** Christy Chrus, Manager, Creative Communities, and Lara Scott, Program Manager, Events, Culture and Tourism, Town of Whitby  
Re: Creative Communities Update: Events Strategy, Culture Plan Initiatives, and Tourism Strategy

Lara Scott provided an update regarding the Events Strategy, Culture Plan Initiatives, and Tourism Strategy. Highlights of the presentation included:

- the four phases of the Special Events Strategy such as situational analysis and research, municipal comparator review, consultations and engagement, and strategy development and action plan;
- a list of 2022 events such as National Indigenous People's Day, Canada Day, Movies in the Park, Culture Pop-Ups, Christmas in the Village, and Whitby Lights the Night and Holiday Festival;
- developing a Tourism Strategy by looking at what Whitby has to offer including food and beverage, specialty retail, arts and culture, outdoor adventure and recreation, and attractions;
- the Roebuck Street Placemaking pilot project; and,
- the five directions of Whitby's Culture Plan including connecting creativity, communities, place, stories, and the process.

A question and answer period ensued regarding:

- setting up road signs to notify drivers of the Roebuck Street closure;
- whether Whitby had an inventory of hospitality space to accommodate tourists;
- promoting Whitby's uniqueness to attract tourists; and,
- using ambassadors to promote events and engage residents and tourists.

Recommendation:

Moved By Lynda Armstrong

That the Heritage Whitby Advisory Committee supports a heritage permit for a temporary road closure of Roebuck Street and the Roebuck Street Placemaking pilot project.

**Carried**

4. Council Update

**4.1** Councillor Newman provided an update regarding:

- the Whitby Sports Complex design;
- a request for a variance to the Town of Whitby Permanent Sign By-law #7379-18 for 185 Brock Street North;
- the Debrief Report Winter Snow Storm 2022; and,
- establishing a temporary cricket field at Brooklin Memorial Park.

Councillor Newman requested that the Committee consider focusing on an action plan for 2022.

A brief question and answer period ensued regarding discussion on the future of Brooklin Memorial Park and Vipond Arena.

5. Other Business

**5.1** Dates of Significance

Rick McDonnell requested feedback from the Committee regarding establishing a Heritage Day or several dates of significance for Whitby.

Discussion ensued regarding:

- limiting the number of dates recognized;
- considering events that created a 'ripple effect' of importance on the community such as the establishment of the Dunlop Tire Plant and its subsequent influence on local economy, industry, General Motors, and Whitby Sports; and,
- including pre colonial history.

**5.2** Sunnycrest Nursing Home

Rick McDonnell stated that the Sunnycrest Nursing Home was closing and that the original Historic Lick House was incorporated into the modern building.

Margaret Clayton advised that the property was included on the Committee's list of Properties of Significance. Laura Bisset requested that the Committee consider recommending the Town review outdated resolutions that contravene the Ontario Heritage Act, R.S.O 1990.

6. Next Meeting

**6.1** Tuesday, April 12, 2022 - 7:00 p.m.

Virtual Meeting

7. Adjournment

**7.1** Motion to Adjourn

Recommendation:

Moved By Mark McGowan

That the meeting adjourn.

**Carried**

The meeting adjourned at 8:44 p.m.

**Note: These minutes were approved by the Heritage Whitby Advisory Committee on April 12, 2022.**