

Downtown Whitby Development Steering Committee Minutes  
January 20, 2022 – 8:00 AM  
Virtual Meeting

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**Present:** Yvonne Chornobay  
Kimberly Copetti, Chair  
Jennifer Jenkins  
Aryel Maharaj  
Rick McDonnell, Heritage Whitby Advisory Committee Representative  
Meg Morane, Olde Whitby Neighbourhood Association Representative  
Maddie Riley, Downtown Business Improvement Area Representative (logged off at 9:08 a.m.)  
Paul Rolland, Vice Chair  
Paul Scott (logged off at 8:55 a.m.)  
Chris van der Vliet

**Also Present:** Councillor Leahy, Mayor's Designate  
Rhonda Jessup, Chief Executive Officer, Whitby Public Library  
Brayden Siersma, Economic Development Officer  
Gerrit Van Heuvelen, Project Coordinator  
Christy Chrus, Staff Liaison, Manager, Creative Communities  
Heather Ellis, Council and Committee Coordinator (Recording Secretary)

**Regrets:** Matt Parish, Whitby Chamber of Commerce Representative

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Call to Order

It was the consensus of the Committee to hear Item 6.3, Downtown Whitby Survey Results at this time.

1. Appointment of Chair and Vice Chair

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

Christy Chrus called for nominations for the position of Chair of the Downtown Whitby Development Steering Committee.

Paul Rolland nominated Kimberly Copetti for the position of Chair of the Downtown Whitby Development Steering Committee.

Kimberly Copetti accepted the nomination.

There were no further nominations and the nominations were closed.

Christy Chrus called for nominations for the position of Vice Chair of the Downtown Whitby Development Steering Committee.

Kimberly Copetti nominated Paul Rolland for the position of Vice Chair of the Downtown Whitby Development Steering Committee.

Paul Rolland accepted the nomination.

There were no further nominations and the nominations were closed.

Recommendation:

Moved By Paul Rolland

That Kimberly Copetti be appointed Chair of the Downtown Whitby Development Steering Committee for a term ending on November 14, 2022.

**Carried**

Recommendation:

Moved By Kimberly Copetti

That Paul Rolland be appointed Vice-Chair of the Downtown Whitby Development Steering Committee for a term ending on November 14, 2022.

**Carried**

Kimberly Copetti assumed the position of Chair.

2. Disclosures of Interest

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

3. Approval of Previous Minutes

**3.1** Minutes - September 16, 2021

Recommendation:

Moved By Paul Scott

That the Downtown Whitby Development Steering Committee minutes of September 16, 2021 be approved.

**Carried**

**4.** Presentations

**4.1** There were no presentations.

**5.** Delegations

**5.1** There were no delegations.

**6.** General Business and Reports

**6.1** Downtown Whitby Garbage, Graffiti, and Vandalism

Christy Chrus provided an update which included:

- having a summer student take pictures of the graffiti in the downtown;
- creating an information sheet for businesses on how to report and remove graffiti;
- addressing vandalism concerns in partnership with the Durham Regional Police Services Auxiliary Unit;
- installing no dumping signage around the alley way behind the east side of Brock Street from Dundas Street to Colborne Street, and at the vacant lot;
- working with Miller Waste to deal with garbage in the alley way; and,
- installing cameras in the downtown.

A brief question and answer period ensued regarding who would own the data collected from the downtown cameras.

**6.2** Unsheltered Individuals

Rhonda Jessup provided an update regarding unsheltered individuals which included:

- establishing an overnight warming centre for unsheltered individuals at 117 King Street;
- operation of the warming shelter beginning the first week of February through to the end of March 2022; and,
- the Salvation Army providing management services for the warming centre.

### **6.3 Downtown Whitby Survey Results**

Paul Scott advised that the questions on the Downtown Whitby Survey were divided into four (4) categories. Mr. Scott stated that the categories were further subdivided into negative and positive feedback.

Aryel Maharaj requested that the Committee discuss the categories in four (4) breakout room discussions. Mr. Maharaj advised that each breakout room would discuss comments for 15 minutes and report back to the Committee.

#### **Group A**

Maddie Riley provided an overview of Group A's comments which included:

- various ways that downtown Whitby could improve;
- establishing franchise businesses in the downtown to increase pedestrian traffic;
- focusing on cleanliness by creating a partnership between the Town and organizations to clean up garbage in the downtown;
- means of addressing parking concerns to improve walkability in the downtown, such as adding crosswalks near parking lots and improving wayfinding signage;
- establishing Whitby as a 'downtown destination' to draw people into the downtown; and,
- understanding what creates a 'destination' such as specific stores, events, and activities.

#### **Group B**

Yvonne Chornobay provided an overview of Group B's comments which included:

- assessing what drives people into the downtowns;
- providing information to the public regarding programming, activities, and stores in the downtown; and,
- developing a food guide for the downtowns to attract customers.

#### **Group C**

Brayden Siersma provided an overview of Group C's comments which included:

- challenges such as building owners not being active in the community or owning a business in the downtown;
- focusing on destination drivers for Whitby;
- promoting and preserving Heritage sites;
- promoting and improving parking in the downtown; and,
- using summer students as downtown ambassadors to promote activities and businesses in Whitby.

#### Group D

Jennifer Jenkins provided an overview of Group D's comments which included:

- challenges related to promoting Whitby's diverse businesses and restaurants;
- lack of cohesiveness and consistency in downtown business signage;
- challenges in identifying and addressing short, mid, and long-term goals; and,
- improving greenery and parks in the downtowns.

Discussion ensued regarding:

- categorizing items as short, mid, and long-term ideas, challenges or actions;
- emailing comments from each group to the Committee for further review; and,
- presenting additional comments at the April 21, 2022 Downtown Whitby Development Steering Committee meeting for discussion.

It was the consensus of the Committee to hear Item 1, Appointment of Chair and Vice Chair at this time.

#### **6.4** Downtown Whitby Secondary Plan Update

Christy Chrus stated that the Downtown Whitby Secondary Plan Update was presented to the Committee of the Whole on January 17, 2022. Ms. Chrus advised that the update outlined the preferred land use and draft policies for public engagement.

#### **6.5** Department and Organization Updates

Olde Whitby Neighbourhood Association (OWNA)

Meg Morane provided an Olde Whitby Neighbourhood Association (OWNA) update which included:

- an outdoor skating rink in Whitby; and,
- the pending update regarding the 390 King Street Parkette.

#### Whitby Public Library

Rhonda Jessup provided a Whitby Public Library update which included:

- launching the community consultation phase of the Maker Space at the Whitby Public Library; and,
- launching a Durham Indie collection of books from local authors.

#### Economic Development

Brayden Siersma provided an Economic Development update which included:

- the Economic Development Strategy which included 20 initiatives for 2022; and,
- Autocrypt would be opening a new office location in Whitby.

#### Public Works Department

Gerrit Van Heuvelen provided a Public Works Department update which included a special collections program and a new online booking tool on the Town's webpage.

### 7. Correspondence

#### 7.1 There was no correspondence.

### 8. Council Update

#### 8.1 Councillor Leahy provided an update regarding:

- Lakeridge Health would be recommending a new hospital site in Whitby;
- a recommendation from the Whitby Diversity and Inclusion Advisory Committee to rename Dundas Street; and,
- two outdoor skating rinks in Whitby.

### 9. Other Business

#### 9.1 Downtown Banners

Christy Chrus advised that the Town was working on designs for new banners in downtown Whitby and Brooklin.

**9.2** Joint Brooklin Downtown Development Steering Committee and  
Downtown Whitby Development Steering Committee Meeting

Christy Chrus requested feedback from the Committee regarding whether the Committee would like to participate in the Central Counties Tourism Ambassador Program.

10. Next Meeting

**10.1** Thursday, April 21, 2022 - 8:00 a.m.  
Virtual Meeting

11. Adjournment

**11.1** Motion to Adjourn

Recommendation:

Moved By Yvonne Chornobay

That the meeting adjourn.

**Carried**

The meeting adjourned at 9:30 a.m.

**Note: These minutes were approved by the Downtown Whitby Development Steering Committee on June 16, 2022.**