

Downtown Whitby Development Steering Committee Minutes
October 17, 2019 – 8:00 AM
Boardroom, 1855 Whitby Accelerator Hub
400 Centre Street South

Present: Yvonne Chornobay
Kimberly Copetti, Chair
Karey Anne Large
Rick McDonnell
Matt Parish
Natalie Prychitko
Paul Rolland, Vice-Chair
Lynn Winterstein

Also Present: Regional Councillor Leahy, Mayor's Designate
Rhonda Jessup, Chief Executive Officer, Whitby Public Library
Christy Chrus, Staff Liaison, Principal Planner
Brayden Siersma, Research and Program Coordinator
Heather Oerlemans, Council and Committee Coordinator
(Recording Secretary)

Regrets: Bob Baker
Lara Perroni
Chris van der Vliet

1. Disclosures of Interest

1.1 There were no disclosures of interest.

2. Approval of Previous Minutes

2.1 Minutes - September 19, 2019

Recommendation:

Moved By Lynn Winterstein

That the Downtown Whitby Development Steering Committee minutes of September 19, 2019 be approved.

Carried

It was the consensus of the Committee to hear Item 5.1, Downtown Whitby Development Steering Committee Action Plan at this time.

3. Presentations

3.1 Stephanie Mann, CEO, 1855 Whitby Accelerator Hub
Re: Presentation of 1855 Whitby Accelerator Hub

Stephanie Mann provided a presentation of 1855 Whitby Accelerator Hub which included:

- the purpose of the Accelerator to assist in the growth of established technology based companies;
- addressing the technology ecosystem gap within the Town;
- the 'Boutique Program Model' that could be tailored to each individual company to assess growth needs;
- advisory workshops and development programs available to companies within 1855 Whitby Accelerator Hub; and,
- networking partners such as Durham College, that participate in events hosted by 1855 Whitby Accelerator Hub.

4. Delegations

4.1 There were no delegations.

5. General Business and Reports

5.1 Downtown Whitby Development Steering Committee Action Plan

Benchmarking Data

Christy Chrus advised that twenty-four of the twenty-seven action items on the Downtown Whitby Development Steering Committee Action Plan had been completed or initiated. She further advised that Report CAO 26-19 Downtown Whitby Action Plan October 2019 Update, provided statistical information regarding average costs for retail space, office space and vacancy rates in Whitby and Durham Region.

Community Improvement Plan (CIP) Report

Christy Chrus advised that the incentive program for high density development was the most successful incentive program to date and that a recommendation to move funds into this program would be presented to Council at the October 28, 2019 Council meeting.

It was the consensus of the Committee to hear Item 3.1, 1855 Whitby Accelerator Hub Presentation at this time.

5.2 Walk of Fame

Re: Committee of the Whole, General Government - New and Unfinished Business Item MD 4234

Christy Chrus requested that the Committee provide feedback regarding the priority of developing a Walk of Fame in the Whitby Downtown area.

Discussion ensued regarding:

- the criteria to determine who would be recognized on the Walk of Fame;
- the enormity of taking on the task of establishing a Walk of Fame;
- incorporating the Walk of Fame into the Culture Plan; and,
- linking the Walk of Fame to the Peter Perry Community awards.

Recommendation:

Moved By Yvonne Chornobay

That the Downtown Whitby Development Steering Committee recommends that a Walk of Fame award recognition program in Whitby's downtown be part of the Culture Plan and that should a Walk of Fame recognition program be implemented, the program should be linked to the Peter Perry Community Awards.

Carried

5.3 Presentation and Item Ideas Discussion

Re: Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee Meeting, November 21, 2019

Discussion ensued regarding ideas for the joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee meeting which included:

- the Hospital Task Force,
- an update on broadband in the two downtown areas;
- conducting a traffic count for truck traffic on downtown streets;
- the evolution of downtown Whitby over the last decade and lessons learned regarding walkability from a shopper's perspective;
- how the downtowns could be marketed;
- walkable cities and active transportation; and,
- inviting keynote speakers from other municipalities to future joint

meetings.

5.4 Strategic Priorities
Re: Neighbourhoods

Paul Rolland advised that the Strategic Priorities would be presented at the January meeting and requested that the Committee review the Strategic Priorities and be prepared to discuss them.

5.5 Downtown Whitby Business Improvement Area (BIA) Update

Karey Anne Large provided an update regarding the Beerfest event and advised that the event raised over \$18,000. Ms. Large further advised that upcoming events included Whitby's Christmas Tree Lighting, the Santa Clause Parade, the Christmas Market and on-boarding for new businesses that would provide key information regarding grants and By-laws (signage) that impact local businesses.

5.6 Chamber of Commerce Update

Natalie Prychitko advised that the Peter Perry and Business Achievement Awards would take place on November 21, 2019, at the Deer Creek Golf and Banquet Facility from 6:00 p.m. to 10:00 p.m.

5.7 Heritage Whitby Advisory Committee Update

Rick McDonnell provided an update regarding the Heritage Whitby Advisory Committee's walking tours at Open Streets. Mr. McDonnell advised that the weather was poor which resulted in few participants for the walking tours.

Mr. McDonnell advised that the Heritage Whitby Advisory Committee was reviewing several commemoration initiatives for new developments on heritage sites.

5.8 Whitby Public Library Update

Rhonda Jessup advised that ten local businesses were participating in Ontario Public Library Week. Ms. Jessup further advised that the Whitby Comic Arts Festival would take place on November 16, 2019 at the Whitby Public Library (Central Library) from 11:00 a.m. to 4:00 p.m.

5.9 Economic Development Update

Brayden Siersma provided updates regarding:

- 'Checking Your Blind Spot' cyber security event at the 1855 Whitby Accelerator Hub on October 18, 2019;
- 'Global Cyberlympics', a national hacking competition on October 25, 2019; and,
- the opening of a telecommunications equipment supplier, ATX Networks, in Whitby.

5.10 Public Works Department Update

Christy Chrus advised that the Active Transportation and Pedestrian Safety Plan would be coming forward soon.

6. Correspondence

6.1 There was no correspondence.

7. Council Update

7.1 Regional Councillor Leahy provided updates which included:

- the Region of Durham approving 28 red-light cameras and photo radar locations across the region;
- re-prioritizing the Mid-Block Arterial Road development; and,
- the Hospital Task Force update would be available next week.

8. Other Business

8.1 There was no other business.

9. Next Meeting

9.1 Thursday, January 16, 2020 - 8:00 a.m.
Room 1B, Whitby Public Library Main Branch
405 Dundas Street West

10. Adjournment

10.1 Motion to Adjourn

Recommendation:

Moved By Lynn Winterstein

That the meeting adjourn.

Carried

The meeting adjourned at 9:58 a.m.

H. Oerlemans, Council and Committee
Coordinator

Kim Copetti, Committee Chair