

Brooklin Downtown Development Steering Committee Minutes
April 22, 2021 – 8:00 AM
Virtual Meeting

Present: Lynda Armstrong, Heritage Whitby Advisory Committee Representative
Steve Kee, Chair
Denise Laframboise, Vice-Chair (logged on at 8:07 a.m.)
Susan Madden
Kyle Patterson
Cameron Richardson
Jennifer Gaskell

Also Present: Councillor Lee, Mayor's Designate
Dhaval Pandya, Program Manager, Transportation Services
Daniel Van Kampen, Economic Development Officer
Christy Chrus, Staff Liaison, Manager, Creative Communities
Heather Oerlemans, Council and Committee Coordinator
(Recording Secretary)

Regrets: Daniel Acre
Rick Batty
Paul Haynes
Natalie Prychitko, Whitby Chamber of Commerce Representative

Call to Order

1. Disclosures of Interest

1.1 There were no disclosures of interest.

2. Approval of Previous Minutes

2.1 Minutes - January 28, 2021

Recommendation:

Moved By Cameron Richardson

That the Brooklin Downtown Development Steering Committee minutes of January 28, 2021 be approved.

Carried

3. Presentations

3.1 There were no presentations.

4. Delegations

4.1 There were no delegations.

It was the consensus of the Committee to hear Item 7, Council Update, at this time.

5. General Business and Reports

5.1 Recap and Key Learnings from Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee Presentation

Steve Kee requested feedback from the Committee regarding the Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee meeting presentation.

Discussion ensued regarding:

- developing a Tourism Strategy;
- closing part of Roebuck Street on weekends throughout the summer as part of the Tourism Strategy;
- aligning Roebuck Street closures with events;
- establishing community partners for event planning; and,
- using adjacent businesses for a community "pop-up" space.

5.2 Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee Subcommittee Update

Steve Kee provided updates regarding:

- the Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee Subcommittee Newsletter; and,
- the Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee Webinars including Window Displays for Businesses on April 29, 2021, and Signage for Businesses on May 6, 2021.

5.3 Brooklin Small Business Roundtable Discussion with MP Ryan Turnbull

Steve Kee advised that a roundtable discussion with MP Ryan Turnbull was held on April 6, 2021. Highlights from the roundtable discussion included:

- updates on tax and business incentives during COVID-19; and,
- information regarding the COVID-19 vaccination roll-out program.

Steve Kee advised that the federal government announced the federal budget. Mr. Kee further advised that the announcement included a strategy to bridge the pressure of the pandemic on businesses by extending wage and rent subsidies for businesses until September.

A question and answer period ensued regarding:

- whether a better strategy could be implemented for informing business owners of future roundtable discussions; and,
- whether a future roundtable discussion could be organized.

5.4 Brooklin Downtown Development Steering Committee Strategic Plan 2020 Review

Steve Kee requested feedback from the Committee regarding the Brooklin Downtown Development Steering Committee Strategic Plan 2020.

Discussion ensued regarding:

- including speaking engagements and workshops;
- providing support and communication to local businesses; and,
- reviewing and adjusting timeframes for tasks.

5.5 Tourism Strategy Update

Christy Chrus advised that the first meeting for the Tourism Strategy group was held on March 30, 2021. Highlights from the meeting included:

- determining current tourism assets within the community; and,
- focusing on tourists within the Greater Toronto Area.

5.6 Organization and Department Updates

Whitby Chamber of Commerce

Steve Kee provided an update regarding Whitby Chamber of Commerce events which included:

- a Durham Business, Town Hall, Post Budget Q & A on April 30, 2021; and,

- a Conversation with Mayor Mitchell on May 13, 2021.

Heritage Whitby Advisory Committee

Lynda Armstrong provided updates regarding the Heritage Whitby Advisory Committee which included:

- the installation of a sign at 72 Baldwin Street;
- a front porch reconstruction at 90 Colston Avenue;
- designation of 9455 Baldwin Street, a cottage style home built in 1867;
- planning a heritage day; and,
- establishing a Heritage Preservation Fund.

Whitby Public Library

Christy Chrus provided an update regarding the Whitby Public Library. Ms. Chrus advised that Story Walk Books, an initiative between the Town and Whitby Public Library, would take place in June 2021.

Economic Development Department

Daniel Van Kampen provided updates regarding the Economic Development Department which included:

- continuing to rollout the Economic Recovery Plan actions;
- releasing a business support video series;
- a presentation by the Town on "Going Global", providing information regarding the process for exporting in collaboration with the Whitby Chamber of Commerce;
- the Economic Development Strategy;
- the Tourism Strategy; and,
- continuing the Autonomous Vehicle Innovation Network (AVIN).

A question and answer period ensued regarding:

- whether there were discussions on the future use of the Luther Vipond Memorial Arena site; and,
- whether a commemorative feature for Luther Vipond would be installed at the Luther Vipond Memorial Arena site when it is repurposed.

Public Works Department

Dhaval Pandya provided updates regarding the Public Works Department which included:

- an updated presentation regarding the Metrolinx Bus Rapid Transit project on April 22, 2021 at a Special Council meeting;
- the public consultation for the Active Transportation Plan would conclude on May 15, 2021; and,

- a Staff Report regarding traffic calming measures would be presented at the Committee of the Whole on May 10, 2021.

6. Correspondence

6.1 There was no correspondence.

7. Council Update

7.1 Councillor Lee provided an update regarding:

- the plaza development at the southwest corner of Baldwin Street and Winchester Road;
- the North Whitby Sports Complex design options and responses from the public; and,
- the COVID-19 vaccine roll-out.

Councillor Lee advised that the Brooklin Zoo, a drive-by event where residents place stuffed animals on their front yards, would be taking place in 2021.

It was the consensus of the Committee to hear Item 5.1, Recap and Key Learnings from Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee Presentation, at this time.

8. Other Business

8.1 Whitby Sustainability Advisory Committee Webinar Series

Cameron Richardson advised that the Climate Conversations webinar series presented by the Whitby Sustainability Advisory Committee would begin on April 22, 2021.

8.2 Installation of Sir William Stephenson Statue Update

Steve Kee requested an update regarding the installation of the Sir William Stephenson Statue.

Christy Chrus advised that the unveiling ceremony for the Sir William Stephenson Statue included a mini documentary outlining the story behind the Statue and public art. Ms. Chrus further advised that the unveiling was planned for June 2021.

8.3 Art Trail

Christy Chrus advised that an Art Trail was planned for July 2021. Ms. Chrus stated that the trail would include the Len Cullen's Statue in Cullen Central Park, the Bear Bench at the Whitby Public Library, downtown Whitby murals, and the Sir William Stephenson Statue. She advised that QR codes would be created so that the public could access information regarding the artwork through their phones.

9. Next Meeting

9.1 Thursday, June 24, 2021 - 8:00 a.m.
Virtual Meeting

10. Adjournment

10.1 Motion to Adjourn

Recommendation:

Moved By Denise Laframboise

That the meeting adjourn.

Carried

The meeting adjourned at 9:09 a.m.

Note: These minutes were approved by the Brooklin Downtown Development Steering Committee on June 24, 2021.