

Downtown Whitby Development Steering Committee Minutes  
June 18, 2020 – 8:00 AM  
Virtual Meeting

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**Present:** Bob Baker (logged off at 9:46 a.m.)  
Yvonne Chornobay (logged on at 8:25 a.m.)  
Kimberly Copetti, Chair  
Karey Anne Large, Downtown Whitby Business Improvement Area Representative  
Rick McDonnell, Heritage Whitby Advisory Committee Representative  
Meg Moraine, Old Whitby Neighbourhood Association Representative  
Matt Parish  
Lara Perroni  
Paul Rolland, Vice-Chair  
Paul Scott  
Chris van der Vliet  
Lynn Winterstein

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

**Regrets:** Natalie Prychitko, Whitby Chamber of Commerce Representative

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Call to Order

Heather Oerlemans, Council and Committee Coordinator, advised that due to the ongoing COVID-19 State of Emergency, the Downtown Whitby Development Steering Committee meeting is being held electronically. She provided Members of the Committee with an overview of meeting etiquette and procedures with respect to conducting the meeting electronically.

1. Disclosures of Interest
  - 1.1 There were no disclosures of interest.
2. Approval of Previous Minutes

**2.1** Minutes - January 16, 2020

Recommendation:

Moved By Paul Rolland

That the Downtown Whitby Development Steering Committee minutes of January 16, 2020 be approved.

**Carried**

**3.** Presentations

**3.1** Tara Painchaud, Senior Manager, Transportation Services, Town of Whitby

Re: Downtown Whitby Parking and Transportation Matters Update

Tara Painchaud provided a PowerPoint presentation regarding the final draft of the Parking Master Plan. She advised that due to COVID-19, the plan was delayed and that the final draft would be presented to the Council in June and open to public comments throughout the summer.

Highlights of the presentation included:

- a summary of comments received during Phase 1 and Phase 2 of public and stakeholder consultations such as improving wayfinding, and providing more cycling facilities;
- gaps and improvements highlighted by COVID-19 including the need for 15 minute curbside pick-up parking, temporary one-way sidewalks, and pop-up patios for additional seating;
- the results of the parking capacity study in the downtowns; and,
- key short term, medium term, and long term recommendations such as expanding Municipal Lots, a pilot program for residential on-street permit parking, improving wayfinding signage, and implementing paid parking in Brooklin.

A question and answer period ensued regarding:

- whether flexibility in the amount of parking available in the downtowns has been incorporated into the Parking Master Plan;
- whether mobile parking apps and other technology could be implemented sooner and what challenges are hindering the uptake of parking technology;
- what the difference was between pedestrian signals and pedestrian crossings;

- who would be responsible for clearing snow between the sidewalk and parking for on-street parking;
- whether the Town or businesses could absorb the fees associated with using parking apps; and,
- whether a 'blanket fee' could be imposed for downtown parking.

**3.2** Daniel Van Kampen, Economic Development Officer, Town of Whitby  
Re: Town of Whitby Economic Development Recovery Plan

Daniel Van Kampen provided a PowerPoint presentation regarding the Town of Whitby Economic Development Recovery Plan. Highlights of the presentation included:

- the pre-COVID-19 economic and business background assessment of Whitby and the economic impacts from COVID-19;
- priority areas guiding the economic recovery plan such as retaining existing businesses, revitalizing the downtowns, fostering growth and innovation, engaging post-secondary institutions, and improving customer service processes;
- immediate, short term and medium term actions for each priority area; and,
- the next steps such as integrating Economic Steering Committee comments and feedback, and rolling out Stage 1 actions.

A question and answer period ensued regarding whether the Economic Steering Committee members would present the Town of Whitby Economic Development Recovery Plan alongside Town of Whitby Staff.

**4.** Delegations

**4.1** There were no delegations.

**5.** General Business and Reports

**5.1** COVID-19 Updates: Town Response

Christy Chrus provided an update regarding the Town Response to COVID-19 including:

- offering free parking in the downtowns;
- deferring taxes for residential and commercial businesses;
- offering a 50% discount on sign permits;
- increasing the number of permitted garbage bags from four to six per household;
- permitting 'anytime' deliveries to prevent noise by-law violations from delivery trucks in the evening hours;

- opening a temporary truck rest-stop at Iroquois Park Sports Centre;
- creating the 'What's Open Whitby' map portal resource for residents;
- a 'Business Re-opening Kit';
- creating 'pedestrian zones' in the downtowns; and,
- waiving application fees and speeding up wait times to set up patios for businesses.

## **5.2 Newsletter Topics**

Christy Chrus advised that the Newsletter would be published online should the Committee wish to publish a Newsletter this year.

Discussion ensued regarding whether or not to postpone this year's Newsletter.

It was the consensus of the Committee to postpone the Committee's 2020 Newsletter.

## **5.3 Downtown Whitby Action Plan**

### **Community Improvement Plan Update**

Christy Chrus provided an update regarding the Community Improvement Plan and how many applications have been received.

## **5.4 Downtown Whitby Business Improvement Area (BIA) Update**

Karey Anne Large advised that the Downtown Whitby Business Improvement Area (BIA) was providing incentives to support downtown businesses which included:

- offering an online gift certificate program;
- a 'Shop Local Whitby' campaign;
- launching a new Shopify website;
- maintaining a list of restaurants open for online orders, delivery, and curbside pick up;
- installing blue bows on downtown lights to support front-line workers;
- creating an online Market Place for businesses;
- exploring ways to host a virtual Beerfest; and,
- developing a 'back-to-work' business recovery plan.

## **5.5 Whitby Chamber of Commerce Update**

There was no Chamber of Commerce update.

**5.6 Olde Whitby Neighbourhood Association Update**

Bob Baker stated that the greenspace located at south of the R.A. Sennett Building was the final item to be completed in the Werden's Plan Neighbourhood Heritage Conservation District (HCD).

**5.7 Heritage Whitby Advisory Committee Update**

Rick McDonnell provided an update regarding the Heritage Whitby Advisory Committee which included:

- a Werden's Plan Neighbourhood Heritage Conservation District 1-year Celebration;
- the House of Refuge at 300 High Street rezoning proposal; and,
- the coordination of Town Staff to create a comprehensive Heritage Permit Application Process flow chart for Staff, residents, and Members of the Heritage Whitby Advisory Committee to refer to.

**5.8 Whitby Public Library Update**

Rhonda Jessup provided an update regarding the Whitby Public Library's services including:

- items available through the digital library;
- offering contactless pickup service for holds at the Central Library and Brooklin Branch locations; and,
- virtual programming available such as a LiveChat feature, storytime programs, a cooking program, adult craft programs, and kid's STEM programs.

**5.9 Economic Development Update**

There was no Economic Development update.

**5.10 Public Works Department Update**

There was no Public Works Department update.

**6. Correspondence**

**6.1 There was no correspondence.**

**7. Council Update**

- 7.1** Councillor Leahy provided a Council update regarding:
- continuing Council, Committee of the Whole, Public Meetings, and Advisory Committee meetings virtually;
  - making financial adjustments to compensate for revenue losses due to COVID-19;
  - data analysis indicates housing and development have remained strong throughout COVID-19; and,
  - the re-opening strategy for businesses.

**8. Other Business**

**8.1 Whitby Downtown Clean-up**

Lynn Winterstein suggested that clean-up initiatives be a priority in the downtown.

Paul Rolland advised that the Caremongers group had initiated a clean-up event in the downtown.

**8.2 Street Racing Issues**

Lynn Winterstein advised that there are issues with street-racing and speeding throughout the downtown specifically at the Brock Street and Dundas Street intersection, and Mary Street.

Paul Rolland advised that the Community Safety Advisory Committee led by Durham Regional Police Services were looking into speed and safety issues within the Town.

**8.3 Farmers' Market**

Lynn Winterstein requested information regarding the Farmers' Market and whether that would be starting up this summer.

Christy Chrus advised that Town permitted spaces have been closed until September. Ms. Chrus further advised that she would provide an update should Town permitted spaces re-open prior to September.

**8.4 Commemorative Bronze Plaques**

Lynn Winterstein requested an update regarding when the Commemorative Bronze Plaques in downtown Whitby would be re-installed.

Christy Chrus advised that they would be re-installed over the next couple of weeks.

**8.5** Canada Day Decorating Contest

Christy Chrus advised that the Town was hosting a Canada Day Decorating Contest to encourage residents and business owners to decorate their properties for Canada Day.

**9.** Next Meeting

**9.1** Thursday, September 17, 2020 - 8:00 a.m.  
Location TBD

**10.** Adjournment

**10.1** Motion to Adjourn

Recommendation:

Moved By Lynn Winterstein

That the meeting adjourn.

**Carried**

The meeting adjourned at 9:59 a.m.

**Note: These minutes were approved by the Downtown Whitby Development Steering Committee on September 17, 2020.**