

Present: **Brooklin Downtown Development Steering Committee**
Lynda Armstrong, HWAC Representative
Steve Kee, Chair
Alex MacCulloch
Kyle Patterson
Andrew Scuse, Whitby Chamber of Commerce Representative
Adam Walker

Downtown Whitby Development Steering Committee
Yvonne Chornobay
Jennifer Jenkins
Aryel Maharaj
Rick McDonnell, HWAC Representative
Meg Morane, OWINA Representative
Matt Parish, Whitby Chamber of Commerce Representative
Maddie Riley, Downtown Whitby BIA Representative
Paul Rolland, Vice-Chair
Paul Scott
Chris van der Vliet

Also Present: Councillor Leahy, Mayor's Designate
Daniel Van Kampen, Economic Development Officer
Gerrit Van Heuvelen, Operations Technician
Rhonda Jessup, Chief Executive Officer, Whitby Public Library
Christy Harper, Whitby Public Library Representative
Dhaval Pandya, Program Manager, Transportation Services
Brayden Siersma, Economic Development Coordinator
Christy Chrus, Staff Liaison, Manager, Creative Communities
Sanjeev Dewett, Staff Liaison, Senior Manager, Community
Advancements
Heather Ellis, Council and Committee Coordinator (Recording
Secretary)

Regrets: **Brooklin Downtown Development Steering Committee**
Paul Haynes
Denise Laframboise
Susan Madden

James O'Hearn
Cameron Richardson

Downtown Whitby Development Steering Committee
Kimberly Copetti, Chair

Call to Order

1. Appointment of Acting Chair

- 1.1** Christy Chrus advised that the appointment of Acting Chair for the Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee would take place at this time.

Paul Rolland nominated Steve Kee for the position of Acting Chair for the Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee.

Steve Kee accepted the nomination.

There were no further nominations and the nominations were closed.

Recommendation:

Moved By Paul Rolland

That Steve Kee be appointed Acting Chair of the Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee.

Carried

2. Disclosures of Interest

- 2.1** There were no disclosures of interest.

3. Approval of Previous Minutes

- 3.1** Minutes - March 25, 2021

Recommendation:

Moved By Paul Rolland

That the Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee minutes of March 25, 2021 be approved.

Carried

4. Presentations

4.1 Iain De Jong, President and Chief Executive Officer, OrgCode Consulting Inc. and Author, *The Book on Ending Homelessness*
Re: How to End Homelessness

Iain De Jong provided a presentation regarding how to end homelessness. Highlights of the presentation included:

- an outline of effective responses for ending homelessness;
- addressing issues such as the availability of affordability, access to resources, mental health, opiate use, and increase in homelessness;
- understanding chronic homelessness;
- the five (5) core principles to addressing homelessness including no housing readiness requirements, self determination and participant choice, recovery orientation, individualized and participant driven supports, and social and community integration;
- the cost savings of a housing focused system of care;
- the impacts of the COVID-19 pandemic on homelessness;
- improving responses to harm reduction; and,
- three (3) key focus areas of a housing program including, keeping the experience of homelessness as short-term as possible, the number of homeless people moving into housing, and the number of people housed that return to homelessness.

A question and answer period ensued regarding:

- whether there was data for suburban downtown homelessness that differentiated local homeless populations versus out-of-town homeless populations;
- addressing homelessness in local municipalities and regionally;
- what does the model 'look like' in regions that were providing supported housing for homeless individuals;
- how were public perceptions on homelessness being addressed;
- whether there was an example in Ontario that could be used as a model of best practices;
- whether there were volunteer opportunities for programs that address homelessness;
- looking into buildings that could be used for supportive housing and resource hubs;

- how groups such as 'feed the need' could assist with homeless initiatives;
- how business owners and residents could connect with the Region to provide information regarding unsheltered individuals; and,
- how the different housing models were being worked into a strategic approach in Durham Region.

5. Delegations

5.1 There were no delegations.

6. General Business and Reports

6.1 Downtown Survey Results and Discussion

Christy Chrus provided an overview of the Downtown Survey results. Highlights of the Survey included:

- the number of people who completed the survey;
- restaurants and food services was the primary reason for visiting downtown Whitby and Brooklin;
- the key words to describe downtown Whitby and Brooklin included 'having potential' and 'quaint' respectively;
- concerns regarding curbside appeal in downtown Whitby and Brooklin such as appearing rundown and bland respectively;
- the new types of businesses people would like to see in the downtowns including more restaurants/cafes, and unique/boutique retail businesses; and,
- additional features people would like to see in the downtowns including community events, landscaping, and artwork/murals.

Discussion ensued regarding:

- adding a historical resource centre in Brooklin, hosting a Christmas festival in Brooklin, and self-guided walking tours;
- actions that could be taken from the online shopping data;
- collaborating with Station Gallery to connect with the community through art in the downtowns;
- the online presence of businesses in downtown Brooklin;
- identifying services needed in the downtowns and establishing a list of companies interested in opening stores in the downtowns;
- identifying topics on the survey that were trending; and,
- using the information from the survey to guide action items for the downtown steering committees.

7. Correspondence

7.1 There was no correspondence.

8. Council Update

8.1 Councillor Leahy provided an update regarding:

- the 2022 Budget Target Report;
- continuing discussions regarding the Downtown Whitby Community Improvement Plan Grant Program;
- registering for winter recreation programs; and,
- the Whitby Lights the Night and Holiday Festival beginning November 26, 2021.

9. Other Business

9.1 New Businesses in the Downtowns

Paul Rolland stated that several new businesses had opened in downtown Whitby and requested that Members support local businesses.

9.2 Supporting Homelessness Initiatives

Yvonne Chornobay requested information regarding how the Committees could support homelessness initiatives.

Christy Chrus stated that the Town created two working groups to address issues in the downtown. Ms. Chrus advised that the first group focused on social issues such as homelessness and cleaning up discarded needles. She further advised that the second group focused on garbage, graffiti, and vandalism clean up. Ms. Chrus stated that Committee Members could help by signing up to participate in one of the two groups.

10. Next Meeting

10.1 Thursday, March 24, 2022 - 8:00 a.m.
To be determined

11. Adjournment

11.1 Motion to Adjourn

Recommendation:

Moved By Paul Rolland

That the meeting adjourn.

Carried

The meeting adjourned at 10:03 a.m.

Note: These minutes were approved by the Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee on March 24, 2022.