

**Present:**            **Brooklin Downtown Development Steering Committee**  
Lynda Armstrong, Heritage Whitby Advisory Committee  
Representative  
Steve Kee, Chair  
Denise Laframboise  
Alex MacCulloch  
Kyle Paterson  
Andrew Scuse, Whitby Chamber of Commerce Representative  
Adam Walker (logged on at 8:08 a.m.)

**Downtown Whitby Development Steering Committee**  
Yvonne Chornobay  
Kim Copetti, Chair  
Aryel Maharaj  
Rick McDonnell, Heritage Whitby Advisory Committee  
Representative  
Maddie Riley, Whitby Business Improvement Area (BIA)  
Representative  
Paul Rolland, Vice-Chair  
Paul Scott

**Also Present:** Daniel Van Kampen, Economic Development Officer  
Gerrit Van Heuvelen, Operations Technician  
Rhonda Jessup, Chief Executive Officer, Whitby Public Library  
Brandon Ewart, Program Manager, Development Infrastructure  
Brayden Siersma, Economic Development Officer  
Christy Chrus, Manager, Creative Communities  
Heather Ellis, Council and Committee Coordinator (Recording  
Secretary)

**Regrets:**            **Brooklin Downtown Development Steering Committee**  
Paul Haynes  
Susan Madden  
James O'Hearn  
Cameron Richardson

**Downtown Whitby Development Steering Committee**  
Jennifer Jenkins

---

Meg Morane, Olde Whitby Neighbourhood Association  
Representative  
Matt Parish, Whitby Chamber of Commerce Representative

---

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 Kim Copetti for the position of Acting Chair for the Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee.

Kim Copetti accepted the nomination.

There were no further nominations and the nominations were closed.

Recommendation:

Moved By Paul Rolland

That Kim Copetti 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 - November 25, 2021

Recommendation:

Moved By Andrew Scuse

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

**Carried**

4. Presentations

**4.1** Eleanor Cook, Durham Region Field Manager, Central Counties Tourism (RT06)  
Re: Tourism Ambassador Program

Eleanor Cook provided a presentation regarding the Tourism Ambassador Program. Highlights of the presentation included:

- the mission of Central Counties Tourism to promote and develop unique and competitive tourism products that attract high-yield visitors from outside the Central Counties region;
- developing strategic development and marketing plans for municipalities as visitor destinations;
- the importance of establishing a tourism economy;
- developing a Tourism Strategy 2022-2025 for Whitby to highlight nautical, sports, family, culinary, wellness, and cultural tourism;
- establishing a Tourism Ambassador Program to build a culture of great service; and,
- an overview of the Tourism Ambassador Program course topics.

5. Council Update

**5.1** There was no Council update.

6. Other Business

**6.1** Accessibility Advisory Committee Community Survey

Paul Scott stated that the Accessibility Advisory Committee launched a Community Survey and requested that Members complete the survey.

**6.2** Whitby Business Improvement Area (BIA) Clean Up: Earth Day

Maddie Riley stated that the Whitby Business Improvement Area (BIA) was hosting a clean up on April 22, 2022 at 1:00 p.m. to 3:00 p.m. in Downtown Whitby.

7. Next Meeting

**7.1** To be Determined

8. Adjournment

**8.1** Motion to Adjourn

Recommendation:

Moved By Paul Scott

That the meeting adjourn.

**Carried**

The meeting adjourned at 8:45 a.m.

---

H. Ellis, Council and Committee  
Coordinator

---

K. Copetti, Acting Chair