

Brooklin Downtown Development Steering Committee Minutes  
June 25, 2020 – 8:00 AM  
Virtual Meeting

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**Present:** Daniel Acre  
Lynda Armstrong, Heritage Whitby Advisory Committee Representative  
Steve Kee, Chair  
Denise Laframboise, Vice-Chair  
Natalie Prychitko, Whitby Chamber of Commerce Representative  
Jennifer Santos

**Also Present:** Councillor Lee, Mayor's Designate  
Mallory Dawson, Whitby Public Library Representative  
Joshua Schembri, Project Engineer, Capital Projects  
Daniel Van Kampen, Economic Development Officer  
Christy Chrus, Staff Liaison, Principal Planner, Downtowns and Cultural Heritage  
Heather Oerlemans, Council and Committee Coordinator (Recording Secretary)

**Regrets:** Rick Batty  
Paul Haynes  
Susan Madden  
Tamara McKee  
Cameron Richardson

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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 Brooklin Downtown 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 23, 2020

Recommendation:

Moved By Denise Laframboise

That the Brooklin Downtown Development Steering Committee minutes of January 23, 2020 be approved.

**Carried**

3. Presentations

- 3.1** Greg Hardy, Senior Manager, Engineering and Infrastructure Services, and Paul Bumstead, Senior Project Engineer, Town of Whitby  
Re: Mid-Block Arterial Road Update/Highway 7/12 Alternative Route Assessment

Paul Bumstead provided a PowerPoint presentation regarding the Brooklin North Major Roads Environmental Assessment (EA)/Highway 7/12 Alternative Route EA. Highlights of the presentation included:

- an overview of the four phases of the Environmental Assessment (EA) Study process;
- the problems uncovered from various planning studies that identified the need for alternative routes;
- the design principles used to develop arterial roads and new collector roads;
- the next steps of the EA including finalizing preferred alignments and cross-sections, and,
- developing preliminary designs, and identifying mitigation measures.

Greg Hardy provided a PowerPoint presentation regarding the Mid-Block Arterial Environmental Assessment (EA). Highlights of the presentation included:

- the scope of the EA to develop and evaluate alternative designs for east-west servicing in central and north Whitby, and determine a recommendation;
- the recommended alignment of the Mid-Block Arterial Road from Cochrane Street/Highway 7 to Thornton Road; and,
- using roundabouts at intersections.

- 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.

Natalie Prychitko suggested that the Downtown Steering Committees sign advocacy letters that would be sent to the Province.

4. Delegations

**4.1** There were no delegations.

5. General Business and Reports

**5.1** Brooklin Downtown Development Steering Committee 2019 Annual Report Approval

Steve Kee requested that the Committee approve the Brooklin Downtown Development Steering Committee 2019 Annual Report.

Recommendation:

Moved By Natalie Prychitko

That the Brooklin Downtown Development Steering Committee approves the Brooklin Downtown Development Steering Committee 2019 Annual Report.

**Carried**

**5.2** Town Response to COVID-19 Update

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.

### **5.3 Newsletter Topics**

Christy Chrus advised that the Newsletter could be circulated online should the Committee wish to publish the Committee Newsletter.

A brief discussion ensued regarding sending an email update with attachments and links to Brooklin businesses rather than publish a newsletter.

### **5.4 Whitby Chamber of Commerce Update**

Natalie Prychitko provided an update including:

- creating a COVID-19 support webpage resource for businesses;
- hosting several webinars and supporting the 'Invest in Durham' webinars;
- hosting 'Industry Insights' roundtables; and,
- partnering initiatives with the Town of Whitby and Whitby Business Improvement Area (BIA).

### **5.5 Heritage Whitby Advisory Committee Update**

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

- a request for delisting of 7143 Ashburn Road;
- the adoption of By-law 7625-20 which designated Spencer School as being of Cultural Heritage Value and Interest; and,
- the approval of the demolition of 16 Baldwin Street.

**5.6 Whitby Public Library Update**

Mallory Dawson provided an update regarding the Whitby Public Library which included:

- items available through the digital library; and,
- offering contactless pickup service for holds at the Central Library and Brooklin Branch locations.

**5.7 Economic Development Update**

There was no Economic Development update.

**5.8 Public Works Department Update**

Joshua Schembri provided a Public Works Department update which included:

- the Alternate Route Environmental Assessment 'open house' was available online and open for public feedback;
- the Parking Master Plan Staff Report was presented to Council on June 22, 2020 and public comments were being accepted until August 15, 2020; and,
- various delays due to COVID-19 such as the Ferguson Avenue Environmental Assessment and the Autonomous Vehicle Innovation Network.

**6. Correspondence**

**6.1** There was no correspondence.

**7. Council Update**

**7.1** Councillor Lee provided an update regarding:

- various camps and summer program closures at the Town of Whitby; and,
- touring downtown Brooklin businesses to distribute reopening kits.

**8. Other Business**

**8.1** There was no other business.

**9. Next Meeting**

**9.1** Thursday, September 24, 2020 - 8:00 a.m.  
Location TBD

10. Adjournment

**10.1** Motion to Adjourn

Recommendation:

Moved By Denise Laframboise

That the meeting adjourn.

**Carried**

The meeting adjourned at 9:40 a.m.

**Note: These minutes were approved by the Brooklin Downtown Development Steering Committee on September 24, 2020.**