

Brooklin Downtown Development Steering Committee Minutes
January 28, 2021 – 8:00 AM
Virtual Meeting

Present: Lynda Armstrong, Heritage Whitby Advisory Committee Representative
Rick Batty
Steve Kee, Chair
Denise Laframboise, Vice-Chair (logged on at 8:21 a.m.)
Susan Madden
Kyle Patterson
Cameron Richardson (logged off at 8:58 a.m.)
Jennifer Santos

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
Paul Haynes
Natalie Prychitko, Whitby Chamber of Commerce Representative

Call to Order

1. Appointment of Chair and Vice-Chair

- 1.1** The Committee was advised that the appointment for Chair and Vice-Chair of the Brooklin Downtown Development Steering Committee for the January 1, 2021 to December 31, 2021 term would take place at this time.

Christy Chrus called for nominations for the position of Chair of the Brooklin Downtown Development Steering Committee.

Cameron Richardson nominated Steve Kee for the position of Chair of the Brooklin Downtown Development Steering Committee

Steve Kee accepted the nomination.

There were no further nominations and the nominations were closed.

Christy Chrus called for nominations for the position of Vice-Chair of the Brooklin Downtown Development Steering Committee.

Steve Kee nominated Denise Laframboise for the position of Vice-Chair of the Brooklin Downtown Development Steering Committee.

Denise Laframboise accepted the nomination.

There were no further nominations and the nominations were closed.

Recommendation:

Moved By Cameron Richardson

That Steve Kee be appointed Chair of the Brooklin Downtown Development Steering Committee for a term ending on December 31, 2021.

Carried

Recommendation:

Moved By Steve Kee

That Denise Laframboise be appointed Vice-Chair of the Brooklin Downtown Development Steering Committee for a term ending on December 31, 2021.

Carried

Steve Kee assumed the Chair.

2. Disclosures of Interest

2.1 There were no disclosures of interest.

3. Approval of Previous Minutes

3.1 Minutes - September 24, 2020

Recommendation:

Moved By Cameron Richardson

That the Brooklin Downtown Development Steering Committee minutes of September 24, 2020 be approved.

Carried

4. Presentations

4.1 There were no presentations.

5. Delegations

5.1 There were no delegations.

6. General Business and Reports

6.1 Brooklin Downtown Development Steering Committee 2020 Annual Report

Steve Kee requested feedback from the Committee regarding the draft Brooklin Downtown Development Steering Committee 2020 Annual Report. Mr. Kee further requested that the Committee approve the 2020 Annual Report.

Recommendation:

Moved By Lynda Armstrong

That the Brooklin Downtown Development Steering Committee 2020 Annual Report be approved.

Carried

6.2 Recap of Downtown Brooklin Virtual Meet and Greet Event: Next Steps

Christy Chrus provided an overview of the Downtown Brooklin Virtual Meet and Greet Event in November 2020. Ms. Chrus advised that the attendance was lower than expected but provided good feedback from downtown businesses. Highlights of the discussion included:

- challenges facing real estate agents due to COVID-19;
- businesses that had closed due to COVID-19;
- new developments coming to the downtown; and,
- continuing the Meet and Greet Events.

Kyle Patterson offered to assist with the next Virtual Meet and Greet Event.

Discussion ensued regarding:

- the best time to host a Meet and Greet Event;
- hosting events during the morning;
- determining a date and time for the next Meet and Greet Event; and,
- determining the frequency of hosting Meet and Greet Events.

6.3 Brooklin Downtown Development Steering Committee 2021 Work Plan

Steve Kee requested feedback from the Committee regarding the Brooklin Downtown Development Steering Committee 2021 Work Plan.

Discussion ensued regarding:

- reviewing projects and plans, such as the Culture Plan, and providing a Committee response;
- working on a joint newsletter with the Downtown Whitby Development Steering Committee; and,
- advising local businesses on federal and provincial grants and programs available.

6.4 Update on Joint Downtown Steering Committees Subcommittee Initiatives

Steve Kee provided an update regarding the Joint Downtown Steering Committees Subcommittee.

Discussion ensued regarding:

- creating a newsletter that highlights the positive ways in which businesses have adapted to COVID-19;
- using alternative platforms for delivering updates to local businesses such as the Town's Facebook page, rather than a newsletter;
- buying advertising space on the Whitby Chamber of Commerce's Newsletter to promote Brooklin businesses;
- establishing links on Town webpages for businesses; and,
- increasing public awareness of the 'What's Open Whitby' App.

6.5 Department and Organization Updates

Whitby Chamber of Commerce

Kyle Patterson provided an update regarding the Whitby Chamber of Commerce. Mr. Patterson stated that the Whitby Chamber of Commerce was partnering with Team World Event Centre to host a conference to celebrate Black History Month called Growth, Promise & Beyond. He

further stated that the event would be held on Tuesday, February 2, 2021 and focused on creating a greater understanding of inclusive procurement and programming available to support Black entrepreneurs.

Heritage Whitby Advisory Committee

Lynda Armstrong provided an update regarding the Heritage Whitby Advisory Committee. Ms. Armstrong advised that an application for reconstruction and restoration of a front porch at 90 Colston Avenue had been received by the Town. She stated that 90 Colston Avenue was a Part IV and Part V designated property, and that the reconstruction would maintain the detailing and appearance of the original porch.

Whitby Public Library

Mallory Dawson provided updates regarding programming available through the Whitby Public Library. Ms. Dawson advised that all three Whitby Public Library locations were offering contactless pickup service and that a movie binge box and seed collection would be coming soon.

Economic Development

Daniel Van Kampen stated that key areas of focus were the Economic Recovery Plan and raising awareness of grant programs offered by the province to businesses that have suffered losses due to COVID-19. Mr. Van Kampen further stated that technological requirements for the Autonomous Vehicle Shuttle Pilot were being completed and that ideally the Shuttle would be operational in April 2021. He advised that the draft Economic Development Strategy and Terms of Reference were underway.

Public Works

Dhaval Pandya advised that the Draft Parking Master Plan report was presented to Committee of the Whole on June 25, 2020, and then was open for public comment. Mr. Pandya stated that relaxed parking rules were continuing into 2021 and that information could be found on the Town's website. He advised that the final draft of the Active Transportation Plan was available for public review and comment.

7. Correspondence

7.1 There was no correspondence.

8. Council Update

- 8.1** Councillor Lee provided updates regarding:
- a budget target of .55 percent on the overall tax bill had been set, but that the budget had not been finalized;
 - the Special Council Meeting on February 8, 2021 for public comment on the budget; and,
 - items that would be presented at the February 1, 2021 Public Meeting, including the Draft Plans of Subdivision and Zoning By-law Amendment Applications for 400 Columbus Road East, and northeast corner of Ashburn Road and Columbus Road West.

9. Other Business

- 9.1** There was no other business.

10. Next Meeting

- 10.1** Thursday, April 22, 2021 - 8:00 a.m.
Virtual Meeting

11. Adjournment

- 11.1** Motion to Adjourn

Recommendation:

Moved By Denise Laframboise

That the meeting adjourn.

Carried

The meeting adjourned at 9:14 a.m.

Note: These minutes were approved by the Brooklin Downtown Development Steering Committee on April 22, 2021.