

Brooklin Downtown Development Steering Committee Minutes  
October 31, 2019 – 8:00 AM  
Board Room, Brooklin Community Centre & Library  
8 Vipond Road

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**Present:** Daniel Acre, Chair  
Linda Armstrong  
Rick Batty  
Steve Kee, Vice-Chair  
Denise Laframboise  
Susan Madden (arrived at 8:08 a.m.)  
Cameron Ricardson

**Also Present:** Councillor Lee, Mayor's Designate  
Mallory Dawson, Whitby Public Library Representative  
Maria McDonnell, Staff Liaison, Senior Manager, Community  
Advancements  
Joshua Schembri, Project Engineer, Capital Projects  
Daniel Van Kampen, Economic Development Officer  
Heather Oerlemans, Council and Committee Coordinator  
(Recording Secretary)

**Regrets:** Paul Haynes  
Tamara McKee  
Natalie Prychitko  
Jennifer Santos

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1. Disclosures of Interest

1.1 There were no disclosures of interest.

2. Approval of Previous Minutes

2.1 Minutes - September 26, 2019

Recommendation:

Moved By Steve Kee

That the Brooklin Downtown Whitby Development Steering Committee minutes of September 26, 2019 be approved.

**Carried**

3. Presentations

**3.1** Daniel Van Kampen, Economic Development Officer, Town of Whitby  
Re: Overview of Development in Brooklin

Daniel Van Kampen provided a PowerPoint presentation regarding development in Brooklin. Highlights of the presentation included:

- the long term vision for Brooklin to maintain the 'small town' community feel while accommodating development;
- promoting sustainable development by expanding retail space, high density residential and mixed use commercial/residential;
- infrastructure development such as the Mid-Block Arterial Roadway;
- considering an alternative route to Highways 7 and 12 to reduce traffic on Baldwin Street to create a pedestrian oriented, business friendly downtown;
- a future health precinct at Baldwin Street, south of Highway 407;
- future developments such as Brookvalley at 72 Baldwin Street (commercial development), Stockworth at 17 Baldwin Street (residential development), Rosewater at Thickson Road and Conlin Road (industrial development) and the North Whitby Sports Complex (Baldwin Street south of Highway 407);
- the Downtown Brooklin Community Improvement Plan; and,
- the Town of Whitby Culture Plan.

It was the consensus of the Committee to hear item 5.7, Public Works Department Update at this time.

4. Delegations

**4.1** There were no delegations.

5. General Business and Reports

**5.1** Adoption of Strategic Action Plan

Dan Acre provided updates regarding the Strategic Action Plan. Mr. Acre advised that the comments received from the Committee were integrated into the draft plan. He requested that the Committee review the list of actionable items and forward comments to him prior to the next meeting. Mr. Acre advised that the final draft of the Strategic Action Plan would be presented to the Committee for adoption at the January 2020 meeting.

## **5.2 Downtown Brooklin 'Meet and Greet' Social Recap**

Maria McDonnell provided an update regarding the Downtown Brooklin 'Meet and Greet' Social which included:

- a review of the results of the meet and greet survey including hashtags, networking topics of interest and future meet and greet sessions; and,
- a review of comments collected from the meet and greet including the need for traffic calming on Baldwin Street, additional crosswalks on Baldwin Street and increasing retail space.

## **5.3 Presentation and Item Ideas Discussion**

Re: Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee Meeting, November 28, 2019

Maria McDonnell requested input regarding key item ideas for the Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee Meeting.

Suggestions from the Committee included:

- marketing events and event ideas to local businesses;
- communication to local businesses regarding Town events and the availability of local business booths/participation at Town events;
- working with the Town on developing communication strategies including social media and use of hashtags;
- a presentation on the Culture Plan and the social pinpoint online indicator; and,
- a presentation on the Accessible Improvement Grant through the Transportation Network Companies Fund.

## **5.4 Chamber of Commerce Update**

There was no Chamber of Commerce update.

## **5.5 Whitby Public Library Update**

Mallory Dawson distributed copies of the discover Whitby Public Library Guide and advised that the Whitby Comic Arts Festival would take place on November 16, 2019 at the Whitby Public Library (Central Library) from 11:00 a.m. to 4:00 p.m. Ms. Dawson further advised that the rapid views and quick reads were very popular and that these collections were being expanded.

**5.6 Economic Development Update**

Daniel Van Kampen advised that the cyber security for businesses program at Whitby 1855 Innovation Hub was well received. Mr. Van Kampen further advised that a local business event 'Do it in Durham' that promotes networking organization in Durham Region would be held on November 18, 2019 in the Regal Room at the Centennial Building.

Mr. Van Kampen advised that the Town of Whitby would be applying for the 2019 Platinum Certification from the World Council on City Data (WCCD) and International Organization for Standardization (ISO) designation.

**5.7 Public Works Department Update**

Joshua Schembri advised that contractors were being considered for the Brooklin Alternate Route project.

It was the consensus of the Committee to hear item 4.1, Delegations at this time.

**6. Correspondence**

**6.1** There was no correspondence.

**7. Council Update**

**7.1** Councillor Lee provided Council updates including:

- updating the name of Whitby Seniors' Services to Whitby 55+ Recreation Services;
- amendments to the Downtown Whitby Community Improvement Plan Grant Program;
- Council endorsing the location of the bronze Sir William Stephenson sculpture at Celebration Square; and,
- adding segments of trails identified within Report PW 30-19 to the Town's winter maintenance program.

**8. Other Business**

**8.1** Heritage Whitby Advisory Committee Update

Lynda Armstrong provided Heritage Whitby Advisory Committee updates which included:

- the delisting of 400 Mary Street East from the Town's Heritage Registry;

- the success of the Heritage Whitby Advisory Committee booth at the Harvest Festival; and,
- a future installation of a commemorative plaque at 45 Cassels Road.

9. Next Meeting

**9.1** Thursday, January 23, 2020 - 8:00 a.m.  
Board Room, Brooklin Community Centre and Library  
8 Vipond Road

10. Adjournment

**10.1** Motion to Adjourn

Recommendation:

Moved By Denise Laframboise

That the meeting adjourn.

**Carried**

The meeting adjourned at 9:34 a.m.

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H. Oerlemans, Council and Committee  
Coordinator

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Daniel Acre, Committee Chair