

Brooklin Downtown Development Steering Committee Minutes
June 24, 2021 – 8:00 AM
Virtual Meeting

Present: Lynda Armstrong, Heritage Whitby Advisory Committee Representative
Steve Kee, Chair
Denise Laframboise, Vice-Chair
Susan Madden
Kyle Patterson
Cameron Richardson
Andrew Scuse, Whitby Chamber of Commerce Representative

Also Present: Councillor Lee, Mayor's Designate
Mallory Dawson, Whitby Public Library Representative
Paul Pirri, Senior Manager, Economic Development
Dhaval Pandya, Program Manager, Transportation Services
Daniel Van Kampen, Economic Development Officer
Angela Haynes, Summer Student, Strategic Initiatives
Christy Chrus, Staff Liaison, Manager, Creative Communities
Heather Oerlemans, Council and Committee Coordinator
(Recording Secretary)

Regrets: Rick Batty
Jennifer Gaskell
Paul Haynes
James O'Hearn

Call to Order

1. Disclosures of Interest

1.1 There were no disclosures of interest.

2. Approval of Previous Minutes

2.1 Minutes - April 22, 2021

Recommendation:

Moved By Lynda Armstrong

That the Brooklin Downtown Development Steering Committee minutes of April 22, 2021 be approved.

Carried

3. Presentations

3.1 There were no presentations.

4. Delegations

4.1 There were no delegations.

5. General Business and Reports

5.1 Introduction of Paul Pirri, Senior Manager, Economic Development, Town of Whitby

Paul Pirri introduced himself to the Committee and provided an overview of Strategic Initiatives activities which included:

- developing a new Economic Development Strategy; and,
- completing a comparative analysis between municipalities and how they engage in economic development.

5.2 Workshops Update

Steve Kee provided an update regarding the virtual workshops which included:

- sharing the recordings with Members;
- continuing virtual meetings and a preference for in person workshops;
- the value of the workshops for business owners; and,
- including a summary of the workshops in the Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee's Newsletter.

5.3 Public Space Performance Program

Christy Chrus provided an update regarding the Public Space Performance Program (busker program) which included:

- Report CAO 19-21, Memorandum of Understanding between the Town of Whitby and the Ontarian Musicians Co-operative Inc. was approved by the Committee of the Whole at the June 14, 2021 meeting;

- a one year pilot program during which the Town would partner with the Ontario Musicians Co-operative Inc. (OMCI) effective June 22, 2021 to June 22, 2022;
- scheduling of performances on Friday evenings from 5:00 p.m. to 8:00 p.m. and on weekends from 12:00 p.m. to 3:00 p.m.; and,
- six locations for the program including two at the Waterfront, two in Whitby, and two in Brooklin.

5.4 Survey Development

Christy Chrus provided an update regarding the development of a survey and the focus to determine the types of service gaps within the downtown.

Discussion ensued regarding:

- gathering a list of businesses;
- determining service gaps in the downtowns;
- developing the survey over the summer;
- determining the desired locations for new businesses within the downtowns; and,
- promoting buying local to support downtown businesses.

5.5 Roebuck Street Placemaking

Christy Chrus requested that a date be set in July to contact businesses and look into opportunities for placemaking in the downtown for next summer. Highlights of the program would include:

- tying in opportunities for placemaking to the busker program; and,
- supporting local businesses by attracting people into the downtown.

5.6 Department and Organization Updates

Economic Development Department

Daniel Van Kampen provided an update regarding the Economic Development Department which included:

- developing a new Economic Development Strategy;
- the consultation for the new Economic Development Strategy closed and a Consultation Summary would be completed in July; and,
- focal points of the Economic Development Strategy, such as updates in the manufacturing sector, and strategies to ensure people, tourists and residents shop in the downtown.

A question and answer period ensued regarding:

- an update on the warehouse project at Conlin Road and Thickson Road; and,
- whether there were regional challenges impacting the development of the new Economic Development Strategy.

Public Works Department

Dhaval Pandya provided an update regarding the Public Works Department which included:

- reviewing sidewalks throughout the Town to identify deficiencies;
- reviewing comments received from the public and agencies regarding the Brooklin Mid-block Arterial Road Environmental Assessment;
- the preliminary report and an alternative route identified for the Highway 7/Highway 12 Alternate Route Environmental Assessment; and,
- the Active Transportation Plan was complete and endorsed by Council.

Whitby Public Library

Mallory Dawson provided an update regarding the Whitby Public Library's summer programs which included:

- a series of panel discussions on anti-Indigenous racism offered by the Durham Libraries and other community partners;
- the 'Tie a Ribbon' program in front of the cafe to recognize the remains of 215 Indigenous children found at the Kamloops Indian Residential School;
- re-opening of the Whitby Central Public Library in Step 2 of the re-opening plan and contactless pick-up for the other branches;
- the Summer Reading Club has begun; and,
- a Story Walk in partnership with the Town would be launched in early July 2021.

A brief question and answer period ensued regarding whether the Summer Reading Club Program would be offered in person or virtually.

Whitby Chamber of Commerce

Andrew Scuse provided an update regarding the Whitby Chamber of Commerce upcoming events which included:

- the Business Summit on September 22, 2021, Culture without Compromise;
- Java Jolts, a one hour discussion on business focused topics;

- Member Mornings, a Whitby Chamber of Commerce Member shares their expertise on a given topic; and,
- Feed the Need in Durham Drive Through Food Drive on June 26, 2021.

Heritage Whitby Advisory Committee

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

- an application for removal of a non-designated property from the Heritage Register, 625 Columbus Road West;
- designation of Malcolm McTaggart House at 9455 Baldwin Street North; and,
- refurbishing of the cultural heritage boxes throughout Brooklin.

6. Correspondence

6.1 There was no correspondence.

7. Council Update

7.1 Councillor Lee provided updates regarding:

- the Environmental Assessment for the Highway 7/Highway 12 Alternate Route was running a third online Open House which would remain open until mid July;
- the Metrolinx Bus Rapid Transit (BRT) Project was proposing a three-lane system at the Four Corners pinchpoint;
- the Town preferred Taunton Road for the Bus Rapid Transit route; and,
- the upcoming Public Meeting on September 14, 2021.

A brief question and answer period ensued regarding how Town road names were determined.

8. Other Business

8.1 There was no other business.

9. Next Meeting

9.1 Thursday, September 23, 2021 - 8:00 a.m.
To be determined

10. Adjournment

10.1 Motion to Adjourn

Recommendation:

Moved By Andrew Scuse

That the meeting adjourn.

Carried

The meeting adjourned at 9:10 a.m.

Note: These minutes were approved by the Brooklin Downtown Development Steering Committee on September 23, 2021.