

Downtown Whitby Development Steering Committee Minutes  
June 17, 2021 – 8:00 AM  
Virtual Meeting

---

**Present:** Yvonne Chornobay  
Kimberly Copetti, Chair (logged on at 8:10 a.m.)  
Karey Anne Large, Downtown Whitby Business Improvement Area Representative  
Rick McDonnell, Heritage Whitby Advisory Committee Representative  
Meg Morane, Olde Whitby Neighbourhood Association Representative (logged on at 8:40 a.m.)  
Matt Parish, Whitby Chamber of Commerce Representative  
Lara Perroni (logged on at 8:10 a.m.)  
Paul Rolland, Vice-Chair  
Paul Scott  
Chris van der Vliet

**Also Present:** Councillor Leahy, Mayor's Designate  
Rhonda Jessup, Chief Executive Officer, Whitby Public Library  
Brayden Siersma, Economic Development Coordinator  
Gerrit Van Heuvelen, Operations Technician  
Angela Haynes, Summer Student, Strategic Initiatives  
Christy Chrus, Staff Liaison, Manager, Creative Communities  
Heather Oerlemans, Council and Committee Coordinator (Recording Secretary)

**Regrets:** Jennifer Jenkins

---

Call to Order

1. Disclosures of Interest

1.1 There were no disclosures of interest.

2. Approval of Previous Minutes

2.1 Minutes - April 15, 2021

Recommendation:

Moved By Karey Anne Large

That the Downtown Whitby Development Steering Committee minutes of April 15, 2021 be approved.

**Carried**

3. Presentations

**3.1** Lori Tesolin, Supervisor of Policy and Heritage and Principal Planner, and Ed Belsey, Senior Manager of Policy and Heritage Planning, Town of Whitby

Re: Downtown Whitby Secondary Plan Land Use Concepts

Lori Tesolin provided a presentation regarding the Downtown Whitby Secondary Plan Land Use Concepts Update. Highlights of the presentation included:

- accomplishments such as updating the vision of the Secondary Plan, and completing the background review;
- drafting the revised vision and principles including enhanced road networks and active transportation, sustainability, inclusivity, and conservation and celebration of Whitby's heritage;
- developing two draft land use concepts and options which include mixed use corridors, taller mixed use buildings, and a heritage mixed use core with moderate building heights along the corridors; and,
- the next steps such as receiving feedback and reviewing the results from the online survey on Connect Whitby.

A question and answer period ensued regarding:

- the location for green space at Dundas Street West and Annes Street;
- the proposed use for the northwest corner of Dundas Street West at the Annes Street and Cochrane Street intersection;
- how to mitigate conflicts with north and south transit routes along Brock Street to the GO station;
- whether the heritage mixed use could be included for both concept options to prevent future conflicts with updates to the Heritage Conservation District;
- processes to ensure the Downtown Whitby Secondary Plan continued to be updated alongside the growth and development of the downtown over the next 20 years; and,
- whether developing gateways into the downtown at Brock Street and Burns Street, and Cochrane Street and Dundas Street would

be considered as part of the Downtown Whitby Secondary Plan Update.

**3.2** Karey-Anne Large, Executive Director, Downtown Whitby Business Improvement Area (BIA)  
Re: Downtown Whitby Business Improvement Area (BIA) Annual Report

Karey-Anne Large provided a presentation regarding the Downtown Whitby Business Improvement Area (BIA) Annual Report. Highlights of the presentation included:

- activities to engage businesses and customers such as the curbside cuisine take-out challenge, the FanSaves gift certificate program, and the gift certificate program with Whitby Fire and Emergency Services and Town of Whitby;
- initiatives such as selling BIA merchandise, community events, and a holiday campaign;
- providing COVID-19 reopening kits for businesses;
- a mural and beautification project;
- a rebrand and website refresh; and,
- activities such as advocacy efforts, Digital Main Street, Shop Durham Region Online Marketplace, and supporting the grand openings of new businesses.

**4.** Delegations

**4.1** There were no delegations.

**5.** General Business and Reports

**5.1** Dundas Street/Byron Street Placemaking Update

Christy Chrus advised that the Town was not successful in securing the funding for round one of the Healthy Communities Grant. Ms. Chrus further advised that the Town would be applying for round two of the Grant. She provided an update regarding the Dundas Street/Byron Street Placemaking project which included:

- moving forward with creating a Placemaking space at the corner of Dundas Street and Byron Street;
- grading the space and installing an asphalt trail flanked with soft scaping mulch;
- installing a love lock and muskoka chairs donated by the Whitby Business Improvement Area (BIA); and,
- setting up picnic tables.

## **5.2 Bus Rapid Transit Update**

Christy Chrus advised that a Special Council meeting regarding the Bus Rapid Transit Project would be held on Monday, June 21, 2021. Ms. Chrus stated that the meeting would provide updates regarding the design proposal of the Bus Rapid Transit Project and encouraged Members of the Committee to watch the livestream of the meeting.

A question and answer period ensued regarding:

- how the Urban Filter and space in front of the Whitby Central Library would be impacted; and,
- when the detailed Bus Rapid Transit Project design would be released.

## **5.3 Public Space Performance Program**

Christy Chrus provided an update regarding the Public Space Performance 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;
- performers accepting voluntary gratuity as part of the pilot program; and,
- timing of the performances to avoid generating crowds.

## **5.4 Survey Development**

Christy Chrus provided an update regarding creating a survey and advised that the Downtown Whitby Development Steering Committee could partner with the Brooklin Downtown Development Steering Committee to develop the survey. Ms. Chrus stated that the purpose of the survey would be to determine the services that patrons and business owners would like to see in the downtowns. She advised that the Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee Joint Subcommittee could work on the survey over the summer.

Discussion ensued regarding:

- acquiring a list of businesses from the Whitby Business Improvement Area (BIA);
- dividing downtown businesses into 'service' categories;

- determining which services are lacking in the downtowns; and,
- determining vacant spaces available for new businesses.

**5.5** Downtown Whitby Development Steering Committee: Strategic Priorities Review

Paul Rolland requested that Members of the Committee prepare comments or questions regarding the Committee's strategic priorities for the September 16, 2021 Downtown Whitby Development Steering Committee meeting.

**6.** Correspondence

**6.1** There was no correspondence.

**7.** Council Update

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

- the Public Space Performance Program (Busker Plan);
- ensuring questions or concerns regarding the Bus Rapid Transit Project were submitted to the Town for the Special Council meeting on June 21, 2021;
- a presentation from the Hospital Task Force which identified a site for a future hospital in Durham Region;
- the Active Transportation Plan; and,
- expanding the Local Enhancement and Appreciation of Forests (LEAF) Backyard Tree Program.

**8.** Other Business

**8.1** Whitby Business Improvement Area (BIA) Update

Karey Anne Large provided an update regarding the Whitby Business Improvement Area (BIA) activities which included:

- applying for round two of the Healthy Communities Grant;
- receiving the STEPS Public Art Organization Grant to commission four new murals in the downtown; and,
- an increase in the number of businesses opening patio space.

**8.2** Whitby Chamber of Commerce Update

Matt Parish provided an update regarding the Whitby Chamber of Commerce which included:

- his role as the Whitby Chamber of Commerce Representative for the Downtown Whitby Development Steering Committee;

- positive trends in membership numbers for the Whitby Chamber of Commerce;
- upcoming events such as Feed the Need in Durham Drive Through Food Drive, and the Business Summit; and,
- strategic planning discussions were underway.

### **8.3 Olde Whitby Neighbourhood Association Update**

Meg Morane provided an update regarding the Olde Whitby Neighbourhood Association which included:

- residents' ongoing concerns regarding the final Metrolinx Bus Rapid Transit Project; and,
- safety concerns related to traffic such as speed, and drivers not adhering to road rules.

### **8.4 Heritage Whitby Advisory Committee Update**

Rick McDonnell provided an update regarding the Heritage Whitby Advisory Committee which included:

- unveiling of the Sir William Stephenson Statue in Celebration Square;
- a proposal for a Vimy Ridge Memorial Park off of Victoria Street;
- the Committee's support for the rejuvenation of the Pump House as a COVID-19 Memorial Park;
- ongoing concerns regarding the Metrolinx Bus Rapid Transit Project and how it would impact heritage properties;
- honouring Whitby's heritage by naming Bus Rapid Transit stops after heritage sites in the vicinity of the bus stop; and,
- the former Whitby Brickworks workshop, 810 Cochrane Street, had been sold.

### **8.5 Whitby Public Library Update**

Paul Rolland provided an update for the Whitby Pubic Library which included:

- re-opening of the Whitby Central Public Library in Step 2 of the re-opening plan;
- the Durham Libraries and other community partners were offering a series of panel discussions on anti-Indigenous racism; and,
- 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.

### **8.6 Economic Development Department Update**

Brayden Siersma provided an Economic Development Department update which included:

- promoting the downtown business patio program;
- promoting the What's Open Whitby portal; and,
- stakeholder consultations were underway for the new Economic Development Strategy.

Paul Scott requested an update regarding the 1855 Whitby Technology Accelerator.

#### **8.7 Public Works Department Update**

Gerrit Van Heuvelen provided a Public Works Department update which included:

- the downtown business patio program;
- the downtown Whitby planters program; and,
- road sweeping of Town roads was underway.

#### **8.8 Pedestrian Count**

Christy Chrus requested volunteers to sign up for the pedestrian count. Ms. Chrus stated that she would send out an email outlining dates and times.

### **9. Next Meeting**

**9.1** Thursday, September 16, 2021 - 8:00 a.m.  
To be determined

### **10. Adjournment**

#### **10.1 Motion to Adjourn**

Recommendation:

Moved By Karey-Anne Large

That the meeting adjourn.

**Carried**

The meeting adjourned at 9:45 a.m.

**Note: These minutes were approved by the Downtown Whitby Development Steering Committee on September 16, 2021.**