

Downtown Whitby Development Steering Committee Minutes  
September 16, 2021 – 8:00 AM  
Virtual Meeting

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**Present:** Yvonne Chornobay  
Kimberly Copetti, Chair  
Jennifer Jenkins  
Karey Anne Large, Downtown Whitby Business Improvement Area Representative  
Rick McDonnell, Heritage Whitby Advisory Committee Representative  
Meg Morane, Olde Whitby Neighbourhood Association Representative (logged off at 9:06 a.m.)  
Matt Parish, Whitby Chamber of Commerce Representative  
Paul Rolland, Vice-Chair  
Paul Scott  
Chris van der Vliet

**Also Present:** Councillor Leahy, Mayor's Designate  
Sanjeev Dewett, Senior Manager of Community Advancements  
Brayden Siersma, Economic Development Coordinator  
Gerrit Van Heuvelen, Operations Technician  
Christy Chrus, Staff Liaison, Manager, Creative Communities  
Heather Ellis, Council and Committee Coordinator (Recording Secretary)

**Regrets:** None noted

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Call to Order

1. Disclosures of Interest

1.1 There were no disclosures of interest.

2. Approval of Previous Minutes

2.1 Minutes - June 17, 2021

Recommendation:

Moved By Karey Anne Large

That the Downtown Whitby Development Steering Committee minutes of June 17, 2021 be approved.

**Carried**

3. Presentations

**3.1** Brayden Siersma, Economic Development Coordinator, Town of Whitby  
Re: Downtown Whitby Benchmarking Data

Brayden Siersma provided a PowerPoint presentation regarding the Downtown Whitby Benchmarking Data. Highlights of the presentation included:

- the goal of benchmarking to monitor outcomes in Downtown Whitby regarding trends in demographics, business and economics, real estate analytics, building and planning activity, and pedestrian traffic count;
- comparing benchmarking data from the entire Town, the Whitby Downtown Secondary Plan Area and the Downtown Whitby Business Improvement Area;
- limitations from data sources such as outdated census information (2016) and business counts from the pre-pandemic period;
- key findings, including a strong demand for retail, increase in downtown Whitby office vacancies, and consistent growth in new residential units;
- the high volume of pedestrian traffic on Brock Street and Dundas Street, and cyclist traffic on Brock Street and Henry Street; and,
- findings that indicate business activity and growth was returning to pre-pandemic levels.

A question and answer period ensued regarding:

- whether there were rental rate comparators to neighbouring downtowns; and,
- whether businesses operating out of the 1855 Whitby Technology Accelerator were moving into downtown spaces.

4. Delegations

**4.1** There were no delegations.

5. General Business and Reports

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

Paul Rolland provided a PowerPoint presentation regarding the Strategic Priorities Review. Highlights of the presentation included:

- areas of priority supported by key initiatives; and,
- alignment of the strategic priorities with the Committee's mandate and Council's goals.

Discussion ensued regarding the accomplishments and growth of the Committee and support from Town Staff.

**5.2** Downtown Whitby Survey

Christy Chrus provided an update regarding the Downtown Whitby Survey. Ms. Chrus advised that a Tourism Survey was launched and encouraged Members to participate. She further advised that the survey would be distributed at the Whitby and Brooklin Farmers' Markets. She requested that Members share the survey through their social media platforms.

**5.3** Downtown Placemaking: Dundas Street/Byron Street Parkette

Christy Chrus provided an update regarding the Downtown Placemaking Parkette. Ms. Chrus advised that the Downtown Placemaking Parkette was the first phase of developing this as a public space. She stated that the next stages of development would include a stage area, checkerboard/chess area, planters, and flowers.

**5.4** Department and Organization Updates

Downtown Whitby Business Improvement Area (BIA)

Karey Anne Large provided an update for the Downtown Whitby Business Improvement Area (BIA) regarding:

- the Downtown Whitby Beerfest;
- the Downtown Whitby Christmas Market;
- the Annual General Meeting in September;
- an increase in the number of businesses opening outdoor patios;
- extending Digital Main Street to February, 2022;
- the opening of 25 new businesses in Whitby; and,
- the Passion for Profit event presented by The Landing Pad.

A question and answer period ensued regarding:

- the types of businesses included in the 25 new business openings; and,
- whether there were opportunities to convert vacant land in the downtown into parkettes.

#### Whitby Chamber of Commerce

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

- the Business Summit, a virtual event focused on culture and building a foundation to help businesses thrive; and,
- the Peter Perry and Business Achievement awards would be held in November, 2021.

#### Olde Whitby Neighbourhood Association (OWNA)

Meg Morane advised that the Olde Whitby Neighbourhood Association hosted its first annual Neighbourhood Yard Sale. Ms. Morane further advised that traffic safety continued to be a concern.

#### Heritage Whitby Advisory Committee

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

- a proposal for stabilizing the Pump House;
- a planned park in collaboration with the Highway of Heroes Trees Campaign; and,
- expanding the Charles H. Best Diabetes Centre.

#### Economic Development

Brayden Siersma stated that the New Economic Recovery Strategy was expected to be ready for Council in November, 2021.

#### Public Works

Gerrit Van Heuvelen provided an update for the Public Works Department regarding:

- installing a crosswalk at Colborne Street and Brock Street;
- continuing road sweeping and cleaning; and,
- beginning tree trimming in the downtowns.

### 6. Correspondence

- 6.1** Correspondence from J. Schofield, Project Manager, Sustainability and Climate Change, regarding Committee Engagement Representatives for Whitby Climate Adaptation Plan

Christy Chrus stated that the Whitby Climate Change Adaptation Plan was seeking representatives from the Advisory Committees to participate in an interview.

Paul Rolland volunteered.

**7. Council Update**

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

- the Downtown Placemaking Parkette;
- traffic concerns in downtown Whitby;
- the Whitby Autonomous Vehicle Electric Shuttle; and,
- the body worn camera project initiated by Durham Regional Police.

A question and answer period ensued regarding:

- whether alternative traffic calming measures were being considered;
- whether there was feedback regarding the speedbump project on Robert Attersley Drive; and,
- whether traffic calming public engagement would occur before or after the launch of the Whitby Autonomous Vehicle Electric Shuttle pilot project.

**8. Other Business**

**8.1** Whitby Downtown Survey

Paul Scott requested that a subcommittee be established to review the survey results and present the results to the Committee.

Christy Chrus advised that the Whitby Downtown Survey results could be discussed at the Joint Brooklin Downtown Development Steering Committee and Downtown Whitby Development Steering Committee.

Kimberly Copetti requested that the data be reviewed prior to the Joint meeting.

**8.2** 124 Brock Street South, and 119 to 121 Brock Street South Properties

Kimberly Copetti requested an update regarding the properties destroyed by fire, 124 Brock Street South, and 119 to 121 Brock Street South.

Christy Chrus advised that there were no updates at this time.

**8.3** Dunlop Street East

Christy Chrus advised that boulevard treatments such as benches and trees would be installed along Dunlop Street between Brock Street and Green Street.

**8.4** Downtown Parking

Christy Chrus advised that paid parking in the downtown would begin Friday, October 1, 2021.

9. Next Meeting

**9.1** Thursday, January 20, 2022  
To Be Determined

10. Adjournment

**10.1** Motion to Adjourn

Recommendation:

Moved By Paul Scott

That the meeting adjourn.

**Carried**

The meeting adjourned at 9:31 a.m.

**Note: These minutes were approved by the Downtown Whitby Development Steering Committee on January 20, 2022.**