

Brooklin Downtown Development Steering Committee Minutes
February 28, 2019 – 8:00 AM
Boardroom, Brooklin Community Centre and Library
8 Vipond Road

Present: Daniel Acre, Chair
Lynda Armstrong
Rick Batty
Paul Haynes
Steve Kee, Vice-Chair
Denis Laframboise
Susan Madden
Tamara McKee
Cameron Ricardson
Jennifer Santos

Also Present: Councillor Lee, Mayor's Designate
Mallory Dawson, Whitby Public Library Representative
Joshua Schembri, Public Works Department Representative
Daniel Van Kampen, Economic Development Services Representative
Maria McDonnell, Staff Liaison, Manager, Sustainability, Heritage, Downtown and Community Development
Christy Chrus, Staff Liaison, Principal Planner
Heather Oerlemans, Council and Committee Coordinator (Recording Secretary)

Regrets: None noted

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 to December 31, 2019 term would take place at this time.

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

Rick Batty nominated Daniel Acre for the position of Chair of the Brooklin Downtown Development Steering Committee.

Daniel Acre 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.

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

Rick Batty declined the nomination.

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

Steve Kee accepted the nomination.

There were no further nominations and the nominations were closed.

Recommendation:

Moved By Rick Batty

That Daniel Acre be appointed Chair of the Brooklin Downtown Development Steering Committee for a term ending on December 31, 2019.

Carried

Recommendation:

Moved By Daniel Acre

That Steve Kee be appointed Vice-Chair of the Brooklin Downtown Development Steering Committee for a term ending December 31, 2019.

Carried

Daniel Acre assumed the Chair.

2. Disclosures of Interest

2.1 There were no disclosures of interest.

3. Approval of Previous Minutes

3.1 Minutes - June 28, 2018

Recommendation:

Moved By Jennifer Santos

That the Brooklin Downtown Development Steering Committee minutes of June 28, 2018 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 Introduction to the Brooklin Downtown Development Steering Committee and Terms of Reference

Terms of Reference

Christy Chrus provided an overview of membership roles and goals of the Committee as set out in the Committee's Terms of Reference. She advised that as an Advisory Committee, the Committee would provide advice regarding development proposals to Council.

Brooklin Downtown Development Steering Committee Strategic Plan 2011-2012

Dan Acre provided background information regarding the Brooklin Downtown Development Steering Committee Strategic Plan and advised that the role of the Committee was to provide advice regarding events that would bring and attract people and businesses into Brooklin's downtown area.

Brooklin Downtown Development Steering Committee 2017 Annual Report to Council

Christy Chrus advised that the 2018 Annual Report to Council was not completed due to the shortened meeting schedule in 2018. She further advised that discussions for the 2019 Annual Report would begin in

December 2019 and would follow a similar format as the 2017 Annual Report.

Brooklin Downtown Development Steering Committee Summer 2018 Newsletter

Christy Chrus provided information regarding the Brooklin Downtown Development Steering Committee Newsletter and advised that Members would be expected to provide articles and distribute the newsletter to businesses in Brooklin.

Brooklin Heritage Conservation District

Christy Chrus reviewed the map of the Brooklin Heritage Conservation District and advised that any structure, addition, or development applications located within the Brooklin Heritage Conservation District must meet the guidelines set out in the Brooklin Heritage Conservation District Plan. She further advised that the purpose of the guidelines were to ensure that future development would be consistent with the historic 'flavour' of the district.

Overview of the Committee of the Whole and Public Meetings Reports/Structure

Christy Chrus provided an overview of the structure and processes related to Committee of the Whole and Public Meetings and advised that any member of the Committee could express their concerns regarding development applications by registering as a delegation at a Committee of the Whole meeting.

6.2 Brooklin Downtown Development Steering Committee 2019 - 2022 Work Plan

Christy Chrus advised that items for the 2019-2022 Work Plan should be finalized by the Committee at the April 25, 2019 meeting.

Discussion ensued regarding:

- the initiatives undertaken by the Committee from 2014-2018 including participating in the Harvest Festival, workshops with downtown business owners and the creation of the newsletter;
- updating the shadowbox display cases;
- aligning the Committee's Work Plan with Council's goals; and,
- establishing a Work Plan Subcommittee to develop a list of goals to discuss at the next meeting scheduled to take place on April 25, 2019.

Dan Acre advised that the Subcommittee would meet Thursday, March

28, 2019. The Subcommittee was established and includes the following members:

- Dan Acre;
- Lynda Armstrong;
- Paul Hayes;
- Denise Laframboise;
- Tamara McKee; and,
- Jennifer Santos.

6.3 2 Price Street (Canada Post) Site Plan Application

Christy Chrus provided an overview of the Site Plan Application and advised that this application was a good an example of the type of applications the Committee would review in the future. Christy Chrus requested feedback from the Committee regarding the subject application.

Discussion ensued regarding:

- whether a Traffic Impact Study was necessary as part of the proposal; and,
- the preservation of the trees and whether a Landscape Plan and Arborist Report was completed.

6.4 Whitby Chamber of Commerce Update

Denise Laframboise advised that the 8th Annual Connect Women Conference would be held on March 5, 2019.

6.5 Heritage Whitby Advisory Committee Update

Lynda Armstrong provided an update regarding the proposed addition at 2 Price Street (Canada Post) and advised that the Heritage Whitby Advisory Committee provided feedback on the proposed elevations and were in support of the elevation design that was consistent with the original building.

6.6 Whitby Public Library Update

Mallory Dawson advised that the Whitby Public Library Board's 2019 programming focus was to incorporate diversity and inclusion. She provided a list of upcoming events including:

- March break programming for kids; and,
- the "How-to in 10" event (learning a new skill in 10 minutes) on April 13, 2019.

6.7 Economic Development Update

Daniel Van Kempen provided information regarding the Digital Transformation Grant and advised that the purpose of the grant was to assist small main street businesses across Ontario improve their adoption of technologies to better promote themselves online, sell online and run back-office processes online. He provided detailed information regarding:

- the importance of developing employment lands along Highway 407;
- the status of the proposed Mid-Block Arterial road between Conlin Road and Winchester Road;
- the 1855 Whitby Accelerator launch party on April 11, 2019;
- the process for improved broadband services within rural areas;
- informing businesses about the availability of various grants including the Facade Grant; and,
- the obstacles for infrastructure development in rural areas and continuing collaboration with Regional and Provincial bodies to overcome those issues.

6.8 Public Works Department Update

Joshua Schembri provided an update regarding the current status of the Downtown Whitby Parking Master Plan and the Pedestrian Safety and Transportation Action Plan and advised that the draft staff reports would be submitted for Council direction in April and May respectively.

7. Correspondence

7.1 There was no correspondence.

8. Council Update

8.1 Councillor Lee provided an update regarding:

- providing Council's Goals for the 2018-2022 Term to the Committee;
- environmental assessments that must be completed before the Mid-Block Arterial infrastructure could be built; and,
- focusing on development in the area of Winchester Road/Baldwin Street.

9. Other Business

9.1 16 Baldwin Street

A brief discussion ensued regarding the status of the structure located at 16 Baldwin Street. Christy Chrus advised that a Cultural Heritage Assessment was required and that an application to demolish the structure would be presented to the Heritage Whitby Advisory Committee prior to going to Council.

9.2 Roy Ormiston Commemoration

Lynda Armstrong requested that the Committee consider a commemorative initiative for Roy Ormiston on behalf of the Ormiston family of Roy Brook Farms for his donation of land and monetary contribution to the Town of Whitby.

10. Next Meeting

10.1 April 25, 2019 - 8:00 a.m.
Boardroom, Brooklin Community Centre and Library

11. Adjournment

11.1 Motion to Adjourn.

Recommendation:

Moved By Denise Laframboise

That the meeting adjourn.

Carried

The meeting adjourned at 9:36 a.m.

H. Oerlemans, Council and Committee
Coordinator

Daniel Acre, Committee Chair