

Uxbridge Downtown Revitalization Committee

March 25, 2021 (Via Microsoft Teams)

Minutes (Note: the meeting was recorded with a break for the TPP actual presentation)

Present:

- Dave Barton, Mayor ToU
 - Willie Popp, Ward 4 Councillor ToU
 - Don Andrews, Business Owner
 - Hailey Weatherbee, Architect
 - Larry James, Business owner
 - Roger Varley, Resident
 - Dennis Milenov, Business owner
 - Joan Crosbie, Historical Preservation
 - Lynn Klages, (Library Board)
 - Nancy Mann, (Chamber of Commerce)
 - Terry Baskin, (Accessibility Representative)
 - Mike Whiston, (Tourism Advisory Committee)
 - Craig Miller (EDAC)
 - Judy Risebrough, ToU Project Manager
 - *Wai Ying Di Giorgio, The Planning Partnership
 - *Donna Hinde, The Planning Partnership
 - *Carolyn Puterbough, Agriculture and Rural Economic Development Advisor.
OMAFRA
 - *Stacey Jibb, Manager Agriculture and Rural, Region of Durham Economic
Development
 - *Glen Macfarlane, Program Coordinator, Rural Economic Development, Region of
Durham Economic Development
 - *Danielle Culp, Planning Analyst, Region of Durham, Planning & Economic
Development
 - *Mike Klose, ToU Building Inspector
 - *Ben Kester, Director of Public Works (ToU)
 - *Amanda Ferraro, Director of Community Services (ToU)
 - *Colleen Baskin, ToU Communication officer and Admin Assistant
 - *Tobi Lee, ToU Deputy Treasurer
- Regrets
- Todd Snooks, Ward 5 Councillor ToU
 - Shelley Macbeth, Business owner
 - Mark Christoff, Business Owner

- Patricia Bush (BIA)
 - Kristi Honey, ToU CAO / Project Sponsor
 - *Debbie Leroux, ToU Clerk and Director of Legislative Services
 - *Ashlea Brown, Dir. Regulations, Lake Simcoe Region Conservation Authority (LSRCA)
 - * Dave Ruggle, Planner, Lake Simcoe Region Conservation Authority (LSRCA)
- (note: * indicates a committee resource)

1. Disclosure of pecuniary interests:

Judy Risebrough, opened the meeting at 1:36 and asked if anyone had a disclosure to bring forward. None were presented.

2. Review of the agenda:

Judy Risebrough, presented the [agenda](#). Craig Miller motioned to approve the agenda, Mike Whiston seconds. Approved

3. Review of Minutes of last meeting:

Judy presented the [minutes](#) of the February 25th meeting. Mike Whiston motioned to approve the minutes with the correction, Willie Popp seconds. Approved

4. Business arising out of the minutes:

- Judy informed that committee that Tom Fowle had resigned for personal reasons. Given Tom’s long-term interest in the Downtown, she assured the committee that Tom would be invited to participate in a discussion with The Planning Partnership as part of the community engagement activities.

5. Project Plan Update

1. Sub-committee updates

i. Transportation Sub-committee

Ben provided an update on the “truck by-pass” review that had been undertaken by this sub-committee had completed. A copy of the [recommendations](#) has been shared with the Region for their review.

Some of the recommendations will also require follow-up with MTO as it involves signage on Highway 12.

2. Stage 2 Updates

- i. **The Planning Partnership (TPP) [presentation](#)** was provided by Donna Hinde and Wai Ying Di Giorgio

Highlights from the presentation

- Shared the 3 stages of the project that will be completed between now and October
- They have 12 conversations scheduled with the Council members and Township management for March 29th. While the conversations will not be shared, she will provide a summary of what TPP heard.
- TPP is presently doing an analysis of various element of the Downtown (e.g. location of public spaces, trail network etc.)
- The presentation included a map of the Downtown. The area in red was noted as the focus area, but they have also proposed an extension of the larger study area that would include all of Township lands in the area of Centennial Park as well as additional lands in the area of the Railway and Victoria Str.
- They are using the vision as a starting point.
- They will be looking at the Downtown through three lenses (Buildings, Public Spaces and Streets) that capture the elements of the vision.
- TPP shared highlights for engagement and consultation.
 - Emails will be sent to Stakeholder groups that the Committee identify
 - Facilitated calls with Stakeholder groups.
 - Individuals will also be able to register for a 20-minute one-on-one conversation with TPP (usually Donna). This is done through a dedicated email address.
 - Goal is “Open and Accessible to anyone who wants to participate”.
- The committee will be engaged as feedback is received and plans come together – on all aspects of the design with the objective of coming up with a practical plan.

- **Motion** from Committee to accept the Change of the Boundary Area as proposed by The Planning Partnership: Willie motioned approval of the expanded boundary that incorporated all of Centennial Park and the additional Victoria Street land, Lynn Klages seconds. Approved.

ii. **Surveys**

- Glen and Stacey reviewed the draft surveys and the data collection plan.

[Customer Origin Survey](#): used to prepare a Market Area Data Report. Track data on where shoppers live, compile data on shoppers. Will consider conflicting dates/events so as not to skew the data

- Start late May/Early June,

- Conducted over 8 consecutive days (Saturday to Saturday)
- Goal is to stop a minimum of 400 people over the 8 days
- Surveys would be done by teams. Looking for volunteers and Judy is going to contact the school to see if students would like to participate as part of their volunteer hours.
- Carolyn will train the surveyors.

Resident Survey: to collect attitudes and opinions on the downtown from the Community.

- Designed to be completed by residents to get their input,
- Survey Monkey will be the primary tool but we will provide paper copies
- Communication and roll-out strategy will be developed to ensure younger residents' and seniors are included
- Suggestions to ask about post-pandemic work, clarify # 6 by specifying downtown Uxbridge versus other, reconsider grocery story question

Action:

Committee members to send feedback to Judy by April 2nd

3. Web Page

- Colleen shared the draft [Web Page](#)

Action:

Committee members to send feedback to Judy by April 2nd

6. Round Table Updates

1. Willie provided an update on the Culvert project and some new business updates from the Downtown.
2. Willie provided an update on the building at 2 Victoria St.
3. Willie shared an update on the new medical building located beside the hospital, including the fact that several local businesses will be locating a second outlet there.
4. The Mayor, Dave Barton share an update on the recent announcement regarding Long Term Care.

7. Next meeting April 29, 1:30pm