

**DOWNTOWN WHITBY BIA BOARD OF MANAGEMENT
OFFICIAL STATEMENT LETTER**



Downtown Whitby BIA
209 Dundas St. E., LL5 Suite B4
Whitby, ON L1N 7H8

SUBJECT: Metrolinx Durham-Scarborough BRT Project

Since its inception in 2017, the mission of the Downtown Whitby Business Improvement Area (BIA) has been to make Downtown Whitby a destination of choice through events, beautification, and business support. The BIA's mandate is "Feet on the street, and dollars in the door."

During this past year, the BIA, like so many of our members, shifted focus. In addition to the above-mentioned focal points, Executive Director, Karey-Anne Large, at the direction of the BIA Board of Management, expanded the BIA's portfolio to include increased advocacy efforts on behalf of the businesses and property owners.

In her capacity as an advocate for BIA members, Ms. Large became aware of the Metrolinx BRT project. She became concerned about the lack of communication from Metrolinx to the BIA membership. Our members were not aware of this project. Acting as an **unbiased facilitator**, Ms. Large took the initiative to organize information sessions for our membership. These information sessions included a project overview from Metrolinx, as well as the opportunity for our members to voice their concerns and ask questions directly to Metrolinx.

The BIA is a non-partisan organization whose sole purpose is to inform, educate, and elevate the businesses in our community. Metrolinx is a provincial project and the BIA does not have the ability to effect change within the Metrolinx project itself, beyond informing our membership. The BIA has neither publicly nor privately agreed or disagreed with the project. Taking a stance for or against this project would **not** allow us to represent the collective stance of our 300+ members.

The Downtown Whitby BIA is acting in accordance with its mission of doing all that it can to keep your business thriving and in the loop. Please consider the years of dedication and commitment from all individual board members who serve our community. Some of our members have made a lifetime commitment to supporting local business.

Should you have questions or concerns regarding the Metrolinx BRT Project, please direct them to Metrolinx, or voice your ideas and opinions directly to MPP Lorne Coe at (905) 430-1141.

Sincerely,

Lorena Purchase

Lorena Purchase
Board Chair

April 23, 2021