November 21, 2017

Active Transportation Plan Study Moves Ahead
The Town is developing a long-range Active Transportation Plan (ATP) to increase and improve active transportation opportunities, such as walking and cycling, within the community. The Plan aims to create more convenient, connected, comfortable and safe alternatives for people of all ages and abilities to get around Town without the use of a car. The route and infrastructure options (i.e. bike lanes, sidewalks and multi-use trails) being considered for inclusion in the ATP will be presented for public feedback at a Community Open House on November 28, from 6 p.m. to 8 p.m. at Town Hall. A draft of the plan, incorporating this feedback, is expected be presented to Council in 2018.

Report PW 31-17: Active Transportation Plan Study – Status Update

New Turf for Whitby’s Original Soccer Dome
Whitby’s original soccer dome that opened nearly a decade ago will see new artificial turf installed this winter. The turf’s replacement, coupled with the opening of the Town’s new, state-of-the-art soccer dome this past October, will help ensure the needs of Whitby’s soccer community continue to be met well into the future.

Report CMS 49 -17: Soccer Dome Turf Field Replacement

Corporate Rebrand Project to Enter Phase Two
This fall, as part of the research phase of the Town’s corporate rebrand project, residents were asked to share what Whitby means to them. More than one third of residents were engaged through an online survey, community open house, social media and at pop-up tents held at Town events. Based on this research, the final report presented seven core brand attributes: growth and innovation, community, heritage, active spaces, sincere, welcoming and vibrant. The Town will leverage the core attributes to support the creation of a new brand. The next two phases of the project – design and implementation – will launch in 2018.

Report CAO 16-17: Corporate Rebrand Project – Phase One, Final Report

Supporting Whitby’s Craft Brewers
One of the newest members of Whitby’s craft brewery movement, Little Beasts Brewing Co., opened their taps this fall. The brewery, located at Wentworth and Forbes Streets, joins the growing number of award-winning craft brewers who call Whitby home.

Report CLK 28-17: Little Beasts Brewing Co.
Whitby Eagles Open Women’s Softball Team

Mayor Don Mitchell, alongside Deputy Mayor and Regional Councillor Elizabeth Roy, recognized the Whitby Eagles Open Women’s Softball Team as multi-year provincial and national champions.

Whitby Eagles Coach, Rosemary Theriault, was also recognized for her role in coaching Canada’s Women’s Open Softball Team to a silver medal win this past July at the Maccabiah Games in Israel. Ms. Theriault was also inducted into the Israel Softball Association’s Hall of Fame this year.