



**WHITBY TOURISM DEVELOPMENT CORPORATION (“WTDC”)  
MEETING OF THE BOARD OF DIRECTORS  
MINUTES**

**Date:** October 14, 2025  
**Time:** 3:30 p.m.  
**Location:** Ashburn Room, Whitby Town Hall  
575 Rossland Road E  
Whitby, Ontario  
**Directors Present:** Sarah Klein, Fuwing Wong, Adriana Barbary, Sarah Kostadinov,  
Lara Toman, Councillor Steve Lee being all the directors of WTDC  
**Directors Absent:** None  
**Officers Present:** Lara Toman, Chair  
Fuwing Wong, Treasurer  
Sarah Kostadinov, Secretary  
**Re:** **Board of Directors Meeting #5**

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**1) Welcome and Call Meeting to Order**

Lara Toman called the meeting to order at **3:31pm** and confirmed that four board members and officers were present.

**2) Land Acknowledgement**

Delivered by Lara Toman

We acknowledge the Whitby Tourism Development Corporation is located on the Lands of the Great Mississauga Nations who are signatories to the Williams Treaty. These communities include the Mississaugas of Scugog Island, First Nations of Alderville, Beausoleil, Curve Lake, Hiawatha, Chippewas of Georgina Island, and Rama. We believe it is important that we learn, and work to reconcile the impact we, and those

before us, have had on the original inhabitants. On behalf of the WTDC, we want to thank them for sharing this land and all its resources. For the WTDC, our goal is to respectfully share in the responsibility of the stewardship and protection of these ancestral lands and waters and continue towards truth and reconciliation as we move forward as friends and allies with all First Nations, Inuit, and Metis people.

**3) Approval of Agenda**

**MOTION: That the Board of Directors approves the agenda as submitted.**

Moved by: Councillor Steve Lee

Seconded by: Sarah Klein

**CARRIED**

**4) Declaration of Conflict of Interest**

There were no conflicts of interest declared. None to declare

**5) Approval of Minutes**

**MOTION: That the Board of Directors adopts the minutes from August 12, 2025, and September 15, 2025.**

Moved by: Adriana Barbary

Seconded by: Councillor Steve Lee

**CARRIED**

**6) Communications – No communications received.**

**7) Governance Updates**

a) Director's Insurance: The WTDC is now fully compliant

b) MAT Increase:

i) The board discussed raising the MAT Tax from 4% to 6%, effective Q1 2026. It was noted that Council approval will be required through a Report, and the corresponding By-Law must be finalized to meet the target implementation date.

ii) Town Staff will need to inform the accommodations of the MAT Tax increase

**MOTION: That the Board of Directors of the WTDC recommend an increase from 4% to 6% for the Town of Whitby's Municipal Accommodation Tax, effective in Q1 of 2026 and ask staff to also bring forward an update on the WTDC.**

Moved by: Fuwing Wong

Seconded by: Sarah Klein

**CARRIED**

## **8) Considerations of Items Requiring Discussion**

### **a) Chair Updates:**

- i) The new Whitby Sports Complex is scheduled to open in late June 2026, with a community-wide public opening. Lara suggested that the grand opening presents a sponsorship opportunity as a title sponsor and will prepare a budget proposal for the December board meeting. Discussion also included the potential to focus on Sport Tourism in conjunction with a promotional campaign. Whitby Tourism will be present at the event.

### **b) Treasurer Update:**

- i) Insurance cost came in at \$1030.50 which is in line with what was budgeted and as approved by the Board.

## **9) Other Business**

### **a) Marketing & Promotions Committee**

- i) RFP is now live. It is also posted on the Bid and Tenders webpage. Inquiries are coming in. A Q&A document will be prepared based on questions coming in for the Marketing Services RFP. To allow access to all potential submission it will be posted on the WTDC webpage. Questions will be received until November 1, 2025.

### **b) Host in Whitby Grant Program**

- i) The WTDC received 8 applications in total for the Host in Whitby Grant Program and most applications asked for \$5000 in funding. The committee met and all have been scored based on criteria. Listed below are the 5 applicants that will receive funding for this quarter.

- (1) Downtown Whitby: \$5,000
- (2) Durham Region Internal Film Festival: \$5,000
- (3) Girls Hockey Association: \$5,000
- (4) Vivid Vendors: \$4,000.
- (5) Whitby Curling Club: \$1,000

**MOTION: That the Board of Directors of the WTDC increase the allocated Host in Whitby grant budget from \$10,000 to \$20,000 for the 2025 year.**

Moved By: Steve Lee  
Seconded: Adriana Barbary  
**CARRIED**

- c) An approval letter will be deployed to those who won and then cheques are mailed out accordingly.

10) **Next Board Meeting** December 9th 2025, 3:30 p.m. Ashburn Room

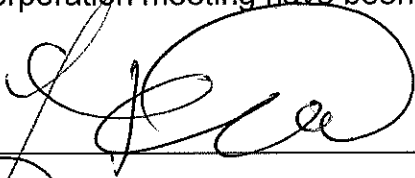
11) **Motion to Adjourn**

**The meeting of the October 14, 2025 adjourned at 4:19 pm**

Moved by: Fuwing Wong

**CARRIED**

The minutes of the October 14, 2025, meeting of the Whitby Tourism Development Corporation meeting have been approved:



Date: Dec 15, 2025

Chair

Date: \_\_\_\_\_

Secretary