

## Communications from Tip Top Creamery owner Larry Brual

**(Note: These correspondences are published with the writer's permission)**

### **May 20 letter to Mayor Roy**

Dear Mayor Elizabeth Roy,

Hope that all is well with you and your family.

We are writing to you to raise concerns that probably you are not aware of that need your urgent kind attention.

- At least five small businesses in Brooklin were forced to close shop due to a limited local customer base and high operational costs.
- Small businesses in Brooklin survive through the summer season, compensating for its low period for about 4 months.
- To recover from the long winter effect, and compensate for the rising store rental cost, supplies and employee salary, taxes, and the recent added cost for blue bin collection, etc., we try to add small items like drinks within the stores and strategies using advertisement and social media (which is another cost).
- **Summer sales are what small businesses need to earn for survival so they will not close like other shops. "small fish should not be swallowed by bigger fish"**

*Why would Whitby Municipality bring someone from the outside Brooklin community to snatch Brooklin small businesses' potential summer sale to survive?*

If Jack up Coffee would like to be part of Brooklin - why not **let them rent a place (like a normal business establishment) and do business the whole year round**, so we are all in fairplay in a fairground. Not just Summer! **We are not against them if the business competition is fair! Or should have been consulted and agreed with Brooklin small businesses.**

***If Whitby Municipality is the one who brings JackUP Coffee to Grass Park, why???***

**Grass Park is our community's beloved place and should be utilized as a "PARK" and not a food truck place for the summer!** "probably for a day event then yes".

WHY must it be a park? Because, besides the music at the park on Thursday night in July-Aug and other on-off events, there are many other regular activities happening there that the city may not know about. Here are some:

1. There are always children summer camp activities happening there
2. There are groups of folks who practise and play their music in the park during day time
3. There are families who sit in the grass to play with their kids, run around and have picnics.
4. Teens were gathering there to play and eat.

5. Locals come there to sit and many bring over their foods and drinks and spent time there
6. Some Office or business meetings happen there, and so on...

With the food truck (which should not be there) it cut down the play area and activity space for the community.

Mayor Roy, we come to YOU TO SUPPORT BROOKLIN SMALL BUSINESS and make our PARK BE A PARK again!

PS. The above are not only my comments but also those that came to our shop and shared their sentiments. There are more, I try to simplify and condense it.

Respectfully Yours,  
Larry Brual

### **May 28, letter to the mayor, council and the BTC:**

Dear Mayor and Members of Council,

We are writing to express our **extreme disappointment** regarding the city's response to my recent inquiry (service request number: 462837) with the Service Department Senior Officer on May 26, 2026. During that conversation, I was informed that the current refreshment vehicle operation in Grass Park is a "**pilot project**." While the stated intention—to bring vibrancy to the Brooklin community—is admirable, it is clear that no comprehensive feasibility study or impact assessment was conducted prior to implementation.

**Unfortunately, this pilot project is achieving the exact opposite of its goal; it is actively stripping Brooklin Grass Park of its community vibrancy.**

#### **A. Direct Negative Impacts on Public Park Usage**

Since the refreshment truck was integrated into the historic Gazebo, the public space has been fundamentally altered, displacing the residents who rely on it:

1. **Loss of Public Space:** The community no longer feels ownership of the park. The presence of a commercial truck attached to the Gazebo has deterred children and teenagers from playing freely in the area.
2. **Disruption of Community Activities:** Local Montessori groups, who frequently used the Gazebo for children's activities, have disappeared.
3. **Displacement of Seniors:** Older residents who traditionally used the park to rehearse and perform musical plays are no longer present.
4. **Impact on Students:** Elementary students who used to enjoy their lunch breaks and play in the park are now shying away from the space.
5. **Threat to Summer Programs:** With the upcoming school break, the park usually hosts youth dance practices and summer camps. These activities are now compromised because the Gazebo is frequently occupied by consumers buying drinks.

6. **Loss of Passive Recreation:** Families who wish to bring lawn chairs, picnic mats, and their own food are being crowded out by a commercial footprint.
7. **Impact to Seasonal Events:** Private groups who intend to conduct events like those in the past will be compromised.

## **B. Crucial Omissions in Project Planning**

Before implementing this initiative, the municipality should have conducted a rigorous feasibility study and community consultation. The following critical factors were seemingly ignored:

1. **Stakeholder Impact:** A clear analysis of the pros, cons, and affected parties was never communicated.
2. **Community Consultation:** No dialogue took place with residents or surrounding local businesses.
3. **Commercialization of Public Space:** The broader social and environmental impacts of converting a historic public park into a commercial zone were not evaluated.
4. **Spatial Constraints:** Grass Park is highly constrained in size; occupying its central feature (the Gazebo) is inappropriate for the scale of the space.
5. **Selection Process:** There was no appropriate selection process who should be stationed in the park to sell drinks.
6. **Lack of Metrics:** No measurable benchmarks or success criteria have been shared to determine how this project achieves community benefits.
7. **Historical Preservation:** The project fails to respect the park's status as a historic public space intended strictly for community events.
8. **Redundancy:** Grass Park sits in the heart of Brooklin's commercial district. Introducing a truck that sells beverages directly duplicates products already available within a 100-metre radius.

## **C. Immediate Negative Economic Consequences**

For the first two weeks alone, this project has proven detrimental to the local economy and community cohesion:

1. **Commercialization of a Public Asset:** Grass Park has effectively been converted from a shared community space into a commercial coffee shop with a massive outdoor patio.
2. **Resident Confusion:** Inquiries from residents show widespread confusion as to why a refreshment vehicle has been permitted to occupy public land.
3. **Displacement of Local Businesses:** While residents traditionally supported established local spots like Goodberry, foot traffic is being diverted away from our long-standing business roots.
4. **Contrast to Support Local Business:** Established local businesses, including Tip-Top Creamery and Goodberry, are experiencing a direct drop in sales for coffee, cold drinks, bubble tea, milkshakes, and even bottled water due to this unfair, city-supported competition.
5. **Impact on Youth Employment:** Due to this sudden drop in daytime sales, Tip-Top Creamery has been forced to halt the hiring of additional two part-time students and reduce hours for existing staff.

6. **Severe Loss of Revenue:** Summer sales are critical for these small businesses to survive the very slow winter months. This is the time to patch up losses.

This project directly contradicts the Municipality's stated goals to support local, independent small businesses. By introducing an outside entity into a public park, the city is actively harming the local entrepreneurs who pay rising store rental costs year round and taxes to sustain our downtown core. **Where is the Municipality's campaign to support the local small businesses to thrive. The reality is exactly the opposite.**

#### **D. Actionable Alternatives for Genuine Vibrancy**

If the goal is truly to bring prosperity and energy to Downtown Brooklin, we propose the city pivot toward **community-first programming**:

1. **Expand "Music in the Park":** Extend the music program to run from June through August, potentially increasing frequency to twice a week to draw crowds downtown. This was a common request last summer.
2. **Monthly Movie Nights:** Organize regular outdoor cinema nights in the park for families.
3. **Youth Engagement:** Host community-led games, sports, or art competitions for children and teenagers.
4. **Dedicated Play Infrastructure:** Install a small, permanent playground for young children, allowing parents and grandparents a safe space to watch them play.
5. **Community Engagement:** Make a campaign, have town hall meetings and more events at downtown Brooklin to engage residents to come out.

We urge the Municipality to reconsider this pilot project immediately, remove the commercial vehicle from the Gazebo, and protect Grass Park as a public, historic asset for the entire community.

We look forward to your prompt response and immediate action on this matter.

Sincerely,  
Larry Brual  
Brooklin Resident