



## Minutes

### **In-Person Meeting, Petawawa ON January 17, 2023**

#### **Present:**

Val Hyska  
William Grandy  
Richard McNish  
Cindy Sell  
Christina Schramm  
Zoe Nolan  
Gerald Hoffman  
Jamie Moody (departed 10:45 am)  
Jillian McLellan  
Murry Rutz

#### **Also Present:**

Christine Mitchell  
Mayor Gary Serviss (departed 9:10 am)

## Welcome and Introductions

Christine called the meeting to order at 9:00 am.

Mayor Gary Serviss thanked and welcomed the new Council-appointed Petawawa Business Advisory Network for their volunteerism and advocacy for local business.

## PBAN Terms of Reference

A review of the PBAN Terms of Reference occurred.

## Election of the PBAN Chair

A review of the election process was provided. Christine opened the nomination process for the committee to nominate a Chair.

Moved by Richard McNish

Seconded by Cindy Sell

That Richard McNish be nominated for the position of Chair.

Richard accepted the nomination.

Moved by Christina Schramm

Seconded by Gerald Hoffman

That Val Hyska be nominated for the position of Chair.

Val accepted the nomination.

No other nominations were received. A vote was held. Richard McNish was selected as Chair.

**Carried**

## Meeting Schedule

Based on most member availability the ongoing monthly meeting for PBAN has been set for the first Tuesday of each month at 9 am.

Richard McNish took over as Chair of the meeting at 9:20 am

## Approval of Agenda

Moved by Cindy Sell

Seconded by William Grandy

That the agenda for the January 17, 2023 meeting of PBAN be approved.

**Carried**

## Disclosure of Pecuniary Interest

There were no disclosures of pecuniary interest.

## Approval of Minutes

Moved by William Grandy

Seconded by Cindy Sell

That the minutes of November 1, 2022, be approved.

**Carried**

## Old Business

### 1. Business General

Christine reported that e-news documents were circulated on the following dates:  
November 3<sup>rd</sup>, 11<sup>th</sup> and January 9<sup>th</sup>.

The following programs, grants, and resources are available to businesses and affiliate organizations.

- I. **Renfrew County Community Futures Development Corporation** has a Microloan program for eligible businesses. They also received provincial funding, Francophone Job Creation Program, to support employers who are hiring francophone staff. Details can be found on the [RCCFDC website](#).
- II. **Enterprise Renfrew County** is offering a number of FREE business webinars for businesses related to finances as well as offering some workshops for French enterprises. Details can be found on the [ERC website](#).
- III. **UOV Chamber of Commerce** - has opportunities through Digital Main Street program 4.0 for Digital Service Squad Members to support local businesses with their online presence. New 2023 membership tiers and affiliate program benefits for members. Details can be found on the [UOVCC website](#).
- IV. **Community Improvement Plan (CIP):** Petawawa has an active CIP program. Applicants interested in learning more about this local matching funds program should review the material provided on the municipal website at [Community Improvement Plan \(CIP\) - The Town of Petawawa](#).
- V. **Skills Development Fund** the Province of Ontario is accepting applications on a rolling basis until January 31, 2023. Innovative projects that address challenges to hiring, training, or retaining workers, including apprentices to drive Ontario's economic growth. Learn more about the [Skills Development Fund](#).

## 2. Draft Signage By-Law Review

With support from consultants WSP, the municipal Sign By-law review has occurred. A draft version has been posted to the municipal website and a public open house is scheduled for Tuesday, January 24<sup>th</sup> from 5 pm – 8 pm. At this open house, staff will be available to chat one on one with businesses and property owners and accept their input into the 2023 final sign by-law. Questions regarding CIP and how this program can support business will also be available. The proposed modifications to the sign by-law are available here: [Sign By-law - Draft of Sign By-law 2022 - The Town of Petawawa](#)

There was a discussion about the Sign By-law and its implications for local businesses. PBAN members brought forward comments on areas of concern and proposed modifications that might improve the document. These comments will be part of the revision process before a final draft is presented for endorsement by Council in late February.

## New Business

### 1. Service Concierge

Discussion about the completion of this tri-fold program, in partnership with Laurentian Valley, the City of Pembroke and Petawawa, occurred. An in-person workshop will take place at Renfrew County offices on Monday, February 27<sup>th</sup> where consultant Carey McMaster of TRAICON will deliver storefront beautification and merchandising sessions

followed by a virtual session on Tuesday, February 28<sup>th</sup> on Consumer Behaviour and a virtual session on Wednesday, March 1<sup>st</sup> on Brand Identity. All four workshops and a lunch for the in-person session are \$30 + for businesses to participate.

## Correspondence

There was nothing to report.

## Information (Business Openings/Milestones/Celebrations)

- Re-development of space at 3177 Petawawa Blvd. for a professional office has been permitted. (former Runge Stationers site)
- Phase 2 mirror building development at 10 Canadian Forces Drive is underway. A site plan revision was approved that will allow the building to accommodate two small food services. Additional mercantile or professional space may be part of this development.
- Bootstrap Bills has indicated that he is closing his business located at 3468 E Petawawa Blvd.
- Clippity Do Dog at 64 Mohns Ave. has closed.
- Springhill Nursery has been purchased by Ritchie's Feed and Seed and will be renamed Ritchie's Springhill Nursery. Kathleen and Dave ran Hubert's Springhill Nursery, since 1982 so for 40 years. Ritchie Feed and Seed is also a long-established Canadian company.
- Razor's Edge has sold the Petawawa business at 3478 Petawawa Blvd. She has a new location in Pembroke. The new business, The Barbershop Petawawa, opened on January 3, 2023.

## Events

- Ottawa Valley Women in Business Events - January 18<sup>th</sup> – Power Lunch event
- Cabin Fever 2023 will take place January 20 – 29<sup>th</sup>
- February 1<sup>st</sup> – Enterprise Renfrew County – Hosting HST Tips for Small Business
- Ontario Winter Games 2023 will take place February 2-5 and 9-12<sup>th</sup>. The following events are currently scheduled for Petawawa: February 2-5: Artistic Swimming and Futsal will be held at Dundonald Hall on Garrison Petawawa. February 9-12: Sledge Hockey will be held at the Civic Centre in Petawawa. Badminton will be held at Dundonald Hall on Garrison Petawawa and Kickboxing will be held at Valour School.
- Ottawa Valley Women in Business Events - February 11<sup>th</sup> – Galantine's event at Hela Beauty
- Service Concierge – February 27<sup>th</sup>, 28<sup>th</sup> and March 1<sup>st</sup>

## Round Table

Jamie Moody took over the role of General Manager of the Quality Inn and Suites Petawawa in September of 2021. Jamie is excited to be a member of PBAN and brings with him 25 years of experience and knowledge as he represents the hospitality and tourism sectors.

Christina Schramm is now with MFS CANSOFCOM and is developing her own service business in the health and fitness field. Having served with the Petawawa Military Family Resource Centre in various capacities over last ten years, and in her new role, Christina is uniquely aligned to support outreach and represent our military sector.

Val Hyska is the owner of Hyska's Your Independent Grocer. Val is the former PABN Chair, a founding member of the Petawawa Ramble, our autumn festival, and is the past president of Rotary Club Petawawa. Val reported that in March, YIG will be a plastic-free business and they working through the logistics of this new reality.

Gerald Hoffman is a co-owner of H&H Construction. This business has been in operation since 1948 and is celebrating its 75<sup>th</sup> anniversary this year. Gerald spoke of the new H&H Landscape Depot which is an opportunity to consolidate and better serve the residents of Petawawa and area for their aggregate and landscaping needs. Gerald is excited to work with the other PBAN team members and support rural businesses.

Cindy Sell is a broker with Re/Max Realty Pembroke. Cindy reported that there were 326 residential listings available on the market in December which represented a 22 percent decrease. She also noted that the average sale price of a home in Petawawa for December was \$496,858 representing a 20 percent increase. Cindy reported that there are many commercial listings available and more non-local purchasers acquiring these. Cindy cautioned that all tenants should get proper legal counsel in advance of signing leases to ensure they protect their interests, at a minimum, they should be aware of the Commercial Tenancies Act.

Bill Grandy is a 28-year veteran, owner of the seasonal business The Shed, going into his 8<sup>th</sup> year of operations. He is from the East Coast and from an entrepreneurial family also in the food sector. Bill successfully completed the Prince's Entrepreneurship program and loves to mentor other businesses. He is active in volunteering and humanitarian pursuits and is the Security Lead for the upcoming RC Ontario Winter Games. Bill indicated that he feels privileged to return for an additional term of Council to the PBAN.

Murray Rutz is our Council representative. Murray sits on the Festival Hall Committee. He reported on the more than \$220,000 in facility upgrades to Festival Hall and noted that Fest Hall programming brings in tourism and provides quality entertainment for area residents. Murray also sits on the Pembroke and Area Airport Commission and discussed the economic benefit of this transportation service asset in our region. He reported that the Commission successfully completed a \$560,000 upgrade to their fuel services.

Jill McLellan is a co-owner of End of the Leash Pet Boutique, Watch my Six Service Dogs, an executive member of Whitewater Ontario, Co-facilitator of the Hell or High Water event and host of the Extreme Salom event for Water and Dirt Festival.

Zoe Nolan is the co-owner of Mount Molson Dairy Bar which opened the summer of 2021. She is the granddaughter of the late Fred Molson and credits his support, as a community builder, and entrepreneur for her new enterprise. Zoe previously worked at Scoops in Pakenham for many years. Zoe is excited to be part of the PBAN and looks forward to collaborate with area businesses.

Richard McNish is co-owner of Dog House Brewing Company. Richard is a recently retired veteran with 32 years of service as a helicopter pilot. Richard is very passionate about Petawawa and believes it is the gem and heart of the Valley. Richard is pleased to be a continuing PBAN member and cited some of the many collaborations, outreach and networking success that this group has initiated. Richard also spoke of the Culinary Tourism initiative spearheaded by the OVTA and hopes it brings opportunities for the area.

## Adjournment

The meeting adjourned to the call of the Chair at 11:01 am.