



Minutes

Virtual Zoom Meeting, Petawawa ON February 2, 2021

Present:

Laura Hanek (departed at 9:58)
Theresa Sabourin
Portia Hoffman Strang (joined at 9:43)
William Grandy
Richard McNish
Val Hyska
Robert Hall
Cindy Sell
Christina McFadden

Also Present:

Christine Mitchell

Welcome and Introductions

Val Hyska, Chair, called the meeting to order at 9:00 am.

Approval of Agenda

Moved by Cindy Sell
Seconded by Laura Hanek
That the agenda for the February 2, 2021 meeting of PBAN be approved as circulated.

Carried

Disclosure of Pecuniary Interest

There were no disclosures of pecuniary interest.

Approval of Minutes

Moved by Cindy Sell
Seconded by Theresa Sabourin

That the minutes of December 8, 2020, be approved.

Carried

Election of the PBAN Chair

Current Chair, Val Hyska outlined the PBAN Terms of Reference regarding the election process. Christine took over the meeting and indicated that she would accept nominations from the membership for the position of Chair for the remaining term of current Council.

Moved by Theresa Sabourin

Seconded by Cindy Sell

That Val Hyska be nominated for the position of Chair.

Val accepted the nomination.

No other nominations were received.

Carried

Old Business

1. Business Grants and Programs

Christine reported that e-news blast bulletins were created and circulated on January 11 and January 22nd with similar subject content.

- **Ontario Small Business Grant:** The [Ontario Small Business Grant](#) offers eligible businesses the opportunity to request a minimum of \$10,000 in funding and up to \$20,000 to help cover decreased revenues due to the Provincial Shutdown. Portal is currently open until March 31, 2021. Review more details in the [Application Guide](#).
- **Tourism Recovery Innovation Program (TRIP):** This fund is geared for tourism businesses. Funding for eligible expenses available up to \$20,000. Expenses associated with modifications required to re-open, implement health and safety protocols and digitization needs are eligible. Review the [program guidelines](#) and [submit an application](#).
- **Highly Affected Sectors Credit Availability Program:** The [HASCAP](#) program is administered through the Business Development Canada BDC and offers guarantee loans through financial institutions for eligible businesses.
- **Community Building Fund:** An announcement is pending on a Community Building Fund through the Ontario Trillium Foundation. This two-year fund is for non-profit businesses facing financial challenges due to COVID-19, specifically targeting tourism, cultural, sport and recreation sectors.
- **Digital Main Street:** Digital Main Street offers a [Shop Here](#) service. Businesses can apply for support to build an online store and use affiliate service platforms and services for specific enhancements and customization. Applications are currently open until March 31, 2021.

- **12 Week Venture Food Boot Camp:** Offered through Enterprise Renfrew County this FREE series was open to businesses wishing to develop or expand a food concept, product or service. Boot Camp begins February 17. Pre-registration required.

2. Business Health and Wellness Peer Check-in Program

The ad hoc committee is planning a meeting to discuss how we can approach and complete the remaining health and wellness checks for businesses once the Province wide shut down has been lifted.

3. Shop Petawawa

Christine reported on the Valentine's Day campaign plans for Shop Petawawa. The campaign will use radio ads with Pure Country and myFM, notices on the digital sign boards and frequent social media posts, on various platforms, highlighting the offers and services from businesses, available to the public. Work continues to increase the platform functionality to include a message board option, where local agencies and affiliates can promote fundraising or social messages, along with a section where the public can meet the business owners through a story sharing and image section.

We are promoting Shop Petawawa through a new advertisement medium, a local resident Podcast, OV Boss Babes. A number of our female entrepreneurs are being featured in this weekly special. Shop Petawawa will also be a sponsor of a OV Virtual Showcase planned for March 28th which will support businesses with a one day virtual vendor platform delivered through a third party.

We encourage all businesses that operate in the geographic area of Petawawa to participate in the Shop Petawawa platform not only to gain exposure and increase sales but to showcase the diversity and quality of businesses, commercial and home industry within our community. The message of the platform is shop local, shop at home, ShopPetawawa.ca

New Business

1. Employment and Labour

Christine reported that the Labour Market Group of Renfrew County and Lanark are conducting a [Employee One Survey](#) which is open until February 28th. This survey should be completed by all businesses as the results will help provide local information that informs local services for job seekers. It was discussed that a number of our service industries are seeking employees and that finding employees has become an added challenge recently. Christina with the PMFRC noted that they have about a third of job seeking clients compared to previous years. The PMFRC remains open virtually to support both employers and job seekers. Robert with Garrison Transition Services noted that they have had an increase in success in the transition program and supporting sessions delivered through a virtual format.

2. Service Concierge – Financial Series of Workshops

Christine reported that the partnership with the City of Pembroke and the Township of Laurentian Valley created to deliver workshops under the Service Concierge banner were working to launch a series of financial workshops. Workshop topics on Grant Writing, How to Build a Business – financial steps, Understanding Cash Flows, a question and answer session with accountants, Fields of Green Consulting and a session on Common Financial Pitfalls. Workshops are delivered by subject matter experts and will be available virtually each Wednesday throughout March. Participants will receive swag from the municipality as well as a treat from a local business delivered by ValleyEats. This, in an effort, to support local business, as well as, to have the webinar feel like an experience for the participants. Participation will be limited to ensure interactive and engaging sharing of information.

3. Community Improvement Plan

Christine was pleased to report that Petawawa Council has adopted and endorsed the 2021 municipal budget and that funds were allocated to engage a consultant to support the creation of a CIP for our community as well as securing grant funds, which will be available to eligible businesses following the endorsement of the CIP by By-law.

Correspondence

No correspondence was received.

Information (Business Openings/Milestones/Celebrations)

- McGuire's Doughnuts opened a service under the Street Food Vendor Program in December and a welcoming ceremony occurred with Council and PBAN members.
- Milano's Pizza, which opened in March this year, has closed.
- Conway Pharmacy located in Hyska's YIG has given notice of departure. Val will assume this retail space for a purpose yet to be identified.
- Re/Max Pembroke Realty at 10 Canadian Forces Drive was given occupancy and staff can now work from this new commercial space.
- Wolfe Plaza has officially been sold with the new owner expected to take ownership March 1st.
- Boot Strap Bills Leather and Shoe Repair is in the permitting process to take over the vacated space at 3468E Petawawa Blvd.
- Dog House Brewing Company is in the permitting process to take over the vacated space at 3477 A Petawawa Blvd.
- The car wash located at 3519A Petawawa Blvd. has changed ownership. The new owner is looking at options for this space.
- Fire destroyed the Art-E-Motive business, located at 3197 Petawawa Blvd, on January 28th.

2020 Year in Review

Openings/Ownership

- Peak Hot Yoga opened at 3067 Petawawa Blvd.
- TownePlace Suites by Marriott opened at 160 Town Centre Blvd.
- Sunny SideUp Breakfast Buffet opened at 1049 Victoria St.
- Home Town Dental opened 3525 Petawawa Blvd.
- Milano's Pizza opened at 3515 Petawawa Blvd.
- Bombshell's Hair Studio changed ownership.
- Drea's Barbership relocated into 1027 Victoria St. from 3520 Petawawa Blvd.
- Burnt Bridge Quality Meats changed ownership.
- Bright Eyes and Bushy Tails changed ownership.
- Spaws for Paws changed ownership.

Closures/Retirements

- Tick Tock Escape Rooms located at 2551 Petawawa Blvd. closed.
- Bath Boutique located at 20 Wolfe Plaza did not renew lease.
- Giant Mart located at 20 Wolfe Plaza did not renew lease.
- Milanos Pizza located at 3515 Petawawa Blvd closed.
- Tasha's Dry Cleaners located at 3477 A Petawawa Blvd closed.
- Conway's Pharmacy within Hyska's YIG location has closed.
- Danny's Steak House located at 3432 Petawawa Blvd. was destroyed by fire in April.
- Criger's Country Décor located at 2 Mohns Ave. has closed due to retirement after 40 years in business for owners Dan and Carolyn Criger. Building has new owners who intend to open retail services in the future.

Milestones

- Criger's Country Décor – 40 year anniversary
- Beyond Nutrition – 20 year anniversary
- Madameek – 10 year anniversary
- M.A.D. Hair Designz – 5 year anniversary
- Quality Inn and Suites Petawawa – received Gold Choice Award in 2020. A 10th consecutive win for this business team.

Events

- **On-line Art Auction:** February 1 – 5th Bombshell's Tattoo Studio is hosting an online art auction and donating proceeds to the Bernadette McCann House.
- **Cabin Fever 2021:** Community Services staff are organizing a variety of virtual Cabin Fever activities for adults and kids which are available from February 19th to 28th. Many local businesses have sponsored events or prizes for winners in the various activities.

- **Ottawa Valley Women's Collective:** March 8th at 8 pm, join this podcast, offered by OV Boss Babes and Yourtv Ottawa Valley. A 12 women panel will speak on various topics in celebration of International Women's Day.
- **OV Virtual Market** – March 28th 10 am – 3 pm an opportunity to interact with local businesses in a virtual platform. Supporting local shopping opportunities for our local businesses.

Round Table

Richard wished everyone a Happy New Year.

Cindy reported that the Re/Max Pembroke Realty office at Canadian Forces Drive was open by appointment. Cindy reported that posting season is starting and current residential inventory is low. Cindy reported that sales figures reflect an 8.2% decrease, attributed to the lack of inventory, and a 11.4% increase in sale price, due to higher demand.

Christina discussed the various virtual opportunities to support workplaces and job seekers. Christina also expressed the need for supporting your mental health. Keeping yourself grounded will help during these difficult times.

William indicated that he had extended his contract work at a local residence to continue to support not only the residence but the staff who work tirelessly in these types of facilities. William is looking forward to the spring when he will re-open The Shed for its fifth year anniversary. William also encouraged everyone to be aware of and take care of your mental health.

Robert indicated that a virtual retirement seminar was in the planning as part of the military Transition Department's work and that virtual coaching has been successful. Robert reported that the Garrison remains closed, at this time, for civilian access.

Theresa reiterated fellow members' sentiments on maintaining good mental health and she encouraged everyone to be nice to themselves. Theresa also indicated she is looking forward to getting the Business Health and Wellness checks back underway and completed so we can evaluate needs and further supports for our businesses.

Portia reported that she really enjoys collaborating and working with community businesses. Portia indicated that she is currently partnering in multiple online giveaways. Portia is looking at branching her business into other products, including lounge wear and enhancing her Lounge Life accessory line. Portia will also focus on enhancing her e-commerce site.

Val provided an update on the completion of store renovations and the additional health and safety protocols required due to continued pandemic. Val spoke of the Shop Ontario program Loblaws has initiated and the opportunity this presents to showcase local food and food related businesses.

Adjournment

The meeting adjourned to the call of the Chair at 10:29 am.