

APPROVAL OF MINUTES

As this is the inaugural meeting there were no minutes to approve.

PRESENTATIONS (if any)

There were no presentations.

BUSINESS

1. PBAN Draft Terms of Reference

The Draft Terms of Reference for the PBAN committee were reviewed. With respect to the following key objectives: Some slight wording modifications were proposed as outlined in red.

The key objectives of the PBAN would be:

- Foster ~~better~~ **strong** communications and consultation opportunities between the Town and the business community.
- Undertake initiatives and projects that align with the Town of Petawawa Economic Action Strategy and other Town Plans.
- Foster partnerships **and collaborations** with other businesses and community development agencies to advance and promote economic growth within the community.
- Provide recommendations on economic development activities and initiatives.
- Identify barriers and opportunities within the community which can be **resolved or leveraged** ~~or resolved~~ in order to foster a better business environment.
- Consult on other matters as requested by staff or Council.

MOVED BY: **Barbara Bailey**

SECONDED BY: **Danielle Brunette**

That the Draft Terms of Reference be approved with the proposed amendments. CARRIED

2. Election of PBAN Chair

Christine Mitchell, Economic Development Officer provided an overview of the duties required by the Chair of the PBAN and opened the floor for nominations.

Theresa Sabourin nominated Portia Hoffman-Strang as Chair.

Portia Hoffman-Strang nominated Val Hyska as Chair.

Portia thanked Theresa for the nomination as Chair but declined.

Val accepted the nomination as Chair.

CARRIED

3. 2018 Economic Action Strategy

Christine indicated that the strategies identified in the 2018 Economic Action document would be the guiding resource for measuring and implementing objectives and supporting the Petawawa business community. A link to this document was provided to all members for their review.

<http://www.petawawa.ca/townhall/corporate-reports-and-plans/economic-development-2891.html>

4. Summary of Economic Development Activities (first half 2019)

Christine provided a summary document which outlined actions taken by the Economic Department during the first half of the 2019 year.

Communications

Improvements to the corporate website, modifications to the events portal, and continuing efforts in the creation of a new landing page for Planning and Development; including adding a business directory and targeted business messaging opportunities. A Petawawa Business Facebook page has also been created

<https://www.facebook.com/townofpetawawabusiness/>

Publications

A basic Economic Community Profile document was developed. A trifold event and sponsorship document was created and circulated to businesses. Staff supported the development of the upcoming edition of the bi-annual Community Guide. Petawawa Ramble event support and development of concept map, supporting material creation and advertising coordination along with launch event support. Continuing efforts on the redesign, enlargement and updating of the Town Z-card map and travel guide.

Business Celebrations

Staff provide support, notification and recognition for business celebrations and milestones including preparing media releases, and coordinating invitation circulations.

Fleurish – Grand Opening

J&E's Bored N'Saucy - Grand Opening

Kelsey's Petawawa Original Roadhouse – Customer Appreciation Event

Giant Mart – Grand Opening

Tick Tock Escape Rooms – Grand Opening

Boston Pizza - Grand Opening

Nook Creperie ON the GO – Grand Opening

Michelle Letoureau Mortgage Alliance – Grand Opening

Beyond the Coast – Grand Opening

A New Leaf Food Experience – Grand Opening
Hyundai Pembroke – Modern Dealership Reveal
ESSO Petawawa – New Ownership event (August)

Event Support

Petawawa Ramble and Pumpkin People Festival. Staff worked with business owners to coordinate, market and facilitate a launch event, May 21. Additional communications and work has been focused on the marketing and promotional material to support the event including map development and ad creative for business participation.

Collaboration with Colin Coyle, Recreation Program Coordinator at Community Services for the Sounds of Business event series coming to Petawawa businesses in 2020. This is a municipally supported event. A brief discussion on a developing Community Table concept was also introduced.

Sponsorship Support

Town of Petawawa collaborated with the inaugural MilSpouse Conference hosted by Paperback Events and provided booklet and pens for the attendees.

Town of Petawawa was the Daffodil sponsor for the Upper Ottawa Valley Chamber of Commerce Business Awards and Recognition Event.

Business meetings

Staff participate in more than 60 businesses meetings with existing or interested entrepreneurs in Petawawa. Staff attended industry related meetings (OVED) and conducted 10 Town tours with potential business interests and coordinated business liaison meetings between developers and entrepreneurs.

Industrial Park

Thirteen files developed on the Industrial Park. Five (5) files presented to Council. Many files remain open and communications ongoing.

Reports to Council

Ten (10) reports have been researched, written and presented before Council for endorsement

- ✓ Industrial Park (varia)
- ✓ Creation of the Petawawa Business Advisory Committee (approved)
Creation of the application, terms of reference, application review, report preparation, presentation to Council and additional communications
- ✓ Street Food Vending Program (pilot program approved)

Creation of the pilot concept, location sourcing, document requirements and interface actions. 10 inquiries – 3 files opened (1 operating - 1 still pending 1 – preparing for next year).

- ✓ Boutique Retail – Container Market Development (concept approved for further exploration)

Vast research and concept development, quote sourcing, presentations to senior staff and Council – concept still developing – application to support model concept implementation has been made.

Grants

- ✓ RED application submitted for 2019 – denied (no funding allocated to any projects)
- ✓ Federal Canadian Experience Fund – animation space development along the Algonquin Trail – pre-election announcement bid for support – pending response
- ✓ Community Transportation Fund – Daily Living Needs Service (approved – TPA received, by-law endorsed, awaiting fund transfer to initiate project)
- ✓ Rural Innovation Initiative – Community Futures Development Corporation – support boutique retail container market development – pending response

5. Communication Tools and Strategies

Continuing work on communication supports and enhancements is ongoing – additional considerations to include potential newsletter development, updating business registries and other mediums of sharing information effectively.

CORRESPONDENCE (if any)

There was no correspondence.

EVENTS

A discussion occurred on the difference between public events and municipally supported events. A public event is put on by a private entrepreneur, business or community group which may be open by invitation only or to the general public at large. The event is typically organized to generate funds either for the entrepreneur, a worthy cause or support industry development and awareness.

A municipally supported event is largely supported by the staff of the municipality in the coordination, facilitation and marketing of said event. The event is run under a cost neutral format (any participation/sponsorship fees associated are intended to offset event expenses and not generate profit). These events may also be supported to raise funds in collaboration with a community group or to generate tourism potential for the community.

1. NEW Petawawa Ramble and Pumpkin People Festival (October 19-20, 2019)

This is a business led initiative. The inaugural Petawawa Ramble is an opportunity to enjoy autumn splendor and to savour, sample and experience the bounty of our community offerings. Three family friendly events and the Pumpkin People Festival encompass the weekend activities.

2. NEW Sounds of Business Event Series (Feb/Mar/Apr/May 2020)

This event is designed to address the need for more adult activities in this community and have the public experience the business in a new way and support collaborative business promotion. The event will pair a business with a local food vendor and musician. Each event is limited by site space and offered at a nominal ticketed fee.

3. Chamber of Commerce – Mayor’s Breakfast Series – September 17, 2019

This event is supported by the municipality as members of the Upper Ottawa Valley Chamber of Commerce. The event will be hosted in the Garden Centre of Hyska’s Independent Grocer as a prelude to the Community Table concept development.

Tickets are through the Chamber of Commerce but open to the public. Tickets must be purchased in advance, \$10 includes breakfast. Event runs 8:00 am to 9:30 am. Contact Lorraine at 613-732-1492

ROUND TABLE

Portia expressed an interest in seeing more adult events in the community.

Barbara commented about how wonderful Petawawa is and expressed a desire to know more the businesses available in the Town.

Ann did not have further comments.

Danielle did not have further comments.

Theresa commented on the positive synergy the PBAN was generating and how she would like to see a presentation by Laura on the data from the Labour Market Group.

Laura seconded sentiments that it would be great to see more adult events in the community and provided the link to the Labour Market report.

<https://www.algonquincollege.com/renfrewlanark/llmp-reports/>

Val commented that she was pleased to be able to participate in a formal business network that seeks to support the Petawawa business community.

ADJOURNMENT

A discussion about meeting times occurred. The majority of the group felt that the second Tuesday morning of each month would be good to establish a regular meeting schedule.

The next meeting will take place on Tuesday, September 10th at 9 am in the boardroom at the municipal office.

The meeting adjourned to the call of the Chair at 10:45 am.