



## Minutes

**Council Chambers, Petawawa ON  
December 8, 2020**

**Present:**

Laura Hanek  
Theresa Sabourin  
Portia Hoffman Strang  
William Grandy  
Richard McNish  
Val Hyska  
Robert Hall  
Cindy Sell  
Christina McFadden

**Also Present:**

Christine Mitchell  
Mayor Sweet 10:00 am – 10:07 am

## Welcome and Introductions

Val Hyska, Chair, called the meeting to order at 9:03 am.

## Approval of Agenda

Moved by Cindy Sell  
Seconded by Portia Hoffman Strang  
That the agenda for the December 8, 2020 meeting of PBAN be approved as circulated.

**Carried**

## Disclosure of Pecuniary Interest

There were no disclosures of pecuniary interest.

## Approval of Minutes

Moved by William Grandy  
Seconded by Laura Hanek

That the minutes of November 10, 2020, be approved.

**Carried**

## Business

### 1. COVID-19 Second Wave Business Impacts

- **Main Street Relief Grant for Personal Protective Equipment (PPE):** The Main Street [Relief Grant for PPE](#) provides up to \$1,000 for PPE costs to eligible small businesses across Ontario with 2 to 9 employees.
- **Property Tax and Energy Cost Rebate Grant for Business:** Any businesses that were required to shut down or significantly restrict services due to provincial public health measures are eligible for a [Property Tax and Energy Cost Rebate Grant](#).
- **Regional Relief and Recovery Fund:** Renfrew County Community Futures Development Corporation (RCCFDC) received additional Regional Relief and Recovery Fund [RRRF](#) dollars, allowing up to \$40,000 for eligible local businesses. Please visit the [RCCFDC website](#) for more information on eligibility and the application process. Additional loans in excess of \$40,000 are available through the FedDev Ontario website and subject to eligibility criteria.
- **Canada Emergency Rent Subsidy (CERS):** The [CERS](#) allows for eligible rent subsidy applications between September 2020 and June 2021.
- **Canada Emergency Wage Subsidy (CEWS):** The changes to the [CEWS](#) program include an extension to June 2021.
- **Canada Emergency Business Account (CEBA):** As of December 4, 2020, [CEBA](#) loans for eligible businesses will increase from \$40,000 to \$60,000. Applicants who have received the \$40,000 CEBA loan may apply for the \$20,000 expansion, which provides eligible businesses with an additional \$20,000 in financing. All applicants have until March 31, 2021, to apply for \$60,000 CEBA loan or the \$20,000 expansion.
- **Improving Connectivity in Ontario (ICON) program:** Additional funding was announced for to improve broadband and cellular coverage under the Improving [Connectivity in Ontario](#) program. Eastern Ontario Regional Network (EORN) has secured funding specific to service expansion projects within the Eastern Ontario region.

### 2. Business Health and Wellness Peer Check-in Program

The ad hoc committee provided a verbal report of their checks with businesses to date. Many found that businesses were not willing to seek grant programs and take on more debt. Some sector businesses were experiencing additional volumes of work in preparation for the holiday season, many indicated finding qualified willing employees was an issue.

### 3. Shop Petawawa

The Shop Petawawa site is functioning as both a website and app for phone application. Marketing support for the concept has been shared through local radio ads, social media posts, verbal communications, e-news communications, on municipal digital signboards.

Businesses can post their own promotions and update their profile information. Staff are available to assist businesses to leverage this FREE resource. In the coming year additional work is planned to make the site more dynamic and informative.

#### 4. Local Business Supports and Programs

- **RE3 Women-Led Business Grant:** [RE3](#) is a government funded program that provides non-repayable performance based contributions up to \$5,000 to assist women-led SMEs to rebuild, reopen and revive their businesses. Online application intake was still open early December.
- **Digital Main Street Grant:** The program is a supported partnership between the Government of Canada and the Province of Ontario. [Digital Main Street](#) has transformation and how to training opportunities with up to \$2,500 in funding support available for eligible businesses.
- **OHTO Tourism Recovery and Innovation Program (TRIP):** [OHTO Tourism Recovery and Innovation Program](#) can provide applicants up to \$30,000 for collaborative projects that strengthen tourism sector.
- **OHTO Digital Marketing Support Program:** [OHTO Digital Marketing Support Program](#) can provide businesses up to \$2,500 in funding supports for digital enhancements and capabilities. Applicants must not be eligible for the Main Street Digital Program.
- **Online Shop Platform:** The Ottawa Valley Tourism Association was sharing a website for small businesses to create online shop platforms called [Hey Local](#).

### Correspondence

Christine provided information on the CNL Industry Day event which was taking place virtually on December 9<sup>th</sup>.

### Information (Business Openings/Milestones/Celebrations)

- Tasha's Dry Cleaners has closed in Petawawa.
- M.A.D. Hair Designz is celebrating their 5<sup>th</sup> anniversary in Petawawa this month.

Mayor Sweet joined the meeting at 10:00 am. Mayor Sweet brought words of thanks and recognition for the PBAN and their work to support local businesses. Mayor Sweet wished members present a safe happy holiday. At 10:07 Mayor Sweet departed the meeting.

### Events

- **Light Up The Valley:** The Town of Petawawa, City of Pembroke, Townships of Laurentian Valley and Whitewater have joined together to promote a grass roots feel good movement to light up residences, lawns and businesses in advance of this holiday season. The public will be encouraged to visit the lights on foot or by car from December 1 to 31<sup>st</sup>. Pure Country came on as a supporter of this project and has

created an interactive map for residence to be able to see where registered light displays have been placed.

- **Cabin Fever 2021:** Community Services staff are working towards pushing Cabin Fever 2021 activities into February to take better advantage of optimal winter weather. Anticipated dates are February 19 – February 28<sup>th</sup>, depending on permissions due to pandemic to hold traditional events.

## Round Table

Portia reported that she was pleased to support businesses on the Shop Petawawa and business health and wellness programs.

Theresa thanked everyone for participating in the PBAN and recognized the huge commitment members have invested of their personal time. She wished everyone a fantastic Christmas season.

Christina expressed her pleasure at the opportunity to become a member of the PBAN and looks forward to the collaboration and support she can provide to businesses not only as a member but as a representative of the PMFRC. Christina noted the many employment challenges that have been voiced from both job seekers and employers.

Laura indicated that she too was excited about initiatives from PBAN and was looking forward to the holiday season.

Cindy announced that she was the listing agent for the Victoria Street Plaza (Wolfe Plaza) estate sale and announced that Re/Max Pembroke Realty was looking forward to soon moving into their new office space on Canadian Forces Drive.

Robert reported on military transition efforts, discussing the success of several virtual workshops, and indicated that retirement seminars would also likely be conducted in a virtual format. Robert wished everyone Happy Holidays.

Richard expressed his passion for positioning Petawawa as the place to be and do business. Richard wished everyone a Happy New Year.

William wanted to take a moment to recognize and thank all the workers in long term care. As someone doing a contract position within a Valley residence he knows firsthand the need and the challenges that workers overcome on a daily basis.

Val provided an update on the store renovations and challenges that were encountered getting such a large scale project organized and executed during a pandemic. She thanked the residents and customers for their patience and adherence to health and safety protocols. Val offered support to businesses still needing assistance with their COVID-19 protocols.

## Adjournment

A review of meeting schedule for 2021 will occur and be circulated to the membership. The next meeting will take place to the call of the Chair and subject to provincial restrictions. The meeting adjourned to the call of the Chair at 10:20 am.