



## Minutes

### **Virtual Meeting, Petawawa ON February 1, 2022**

#### **Present:**

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

#### **Also Present:**

Christine Mitchell

## Welcome and Introductions

Val Hyska, Chair, called the meeting to order at 9:01 am.

## Approval of Agenda

Moved by Theresa Sabourin  
Seconded by William Grandy  
That the agenda for the February 1, 2022 meeting of PBAN be approved,  
**Carried**

## Disclosure of Pecuniary Interest

There were no disclosures of pecuniary interest.

## Approval of Minutes

Moved by Richard McNish  
Seconded by William Grandy

That the minutes of January 11, 2021, be approved, as amended, to correct attendance.

**Carried**

## Old Business

### 1. Business Grants/Programs and Resources

Christine reported that an e-news document was created and circulated on January 18, 2022. The following programs or resources are available to businesses and affiliate organizations.

- I. **Advanced Manufacturing and Innovation Competitiveness (AMIC):** This [Advanced Manufacturing fund](#) is designed to help companies get the tools, technology and talent they need to grow, compete and innovate in an increasingly competitive global market. This program is accepting applications until February 10<sup>th</sup>.
- II. **Canada Digital Adoption Program (CDAP):** Expected to be released in early 2022 this new Canada [Digital Adoption Program \(CDAP\)](#) will provide \$1.4 billion in grants and 0% loans to help small and medium-sized Canadian businesses (SME) digitize their businesses. [Stream 1](#) will help SMEs take advantage of e-commerce opportunities, while [Stream 2](#), will help businesses with the development and implementation of digital adoption plans and leverage youth placements to help implement new digital tools.
- III. **Canada Emergency Business Account (CEBA):** The Federal government has extended the loan forgiveness from December 31, 2022 to December 31, 2023.
- IV. **Workplace Safety and Insurance Board:** Is offering rebates and returns on annual WSIB insurance premiums to businesses who participate in the [WSIB Health and Safety Excellence Program](#).
- V. **Rural Economic Development Fund (RED):** Opening February 1<sup>st</sup> this [RED fund program](#) will provide funding for municipalities, not-for-profit organizations, Indigenous communities, and local service boards to invest in strengthening their labour markets. Specifically they want to support initiatives that attract and retain people such as: collaborative marketing and outreach campaigns to grow rural Ontario's workforce; connect youth and apprentices to job opportunities, and placements; and creating dedicated spaces such as innovation hubs and youth centres to develop partnerships and foster innovation.
- VI. **Small Business Relief Grant:** [Ontario Covid 19 Small Business Relief Grant](#) is for eligible businesses subject to closures as a result of the province's move to the modified [Step Two of the Roadmap to Reopen](#). They can receive a grant of \$10,000. If you previously qualified for the Ontario Small Business Support Grant you do not need to actively apply. Newly established and newly eligible small businesses will need to

apply once the application portal opens. Portal for this application is expected to open in days.

- VII. **Ontario Business Costs Rebate Program:** [Ontario Business Costs Rebate Program](#) will support businesses that are most impacted by public health measures in response to the Omicron variant. Eligible businesses that were required to close or reduce capacity will receive rebate payments for a portion of the property tax and energy costs they incur while subject to these measures. Eligible businesses required to reduce capacity to 50 per cent, such as smaller retail stores, will receive a rebate payment equivalent to 50 per cent of their costs, while businesses required to close for indoor activities, such as restaurants and gyms, will receive a rebate payment equivalent to 100 per cent of their costs. Applications will be opened January 18, 2022 and are retroactive to December 19<sup>th</sup>.
- VIII. **Improved Cash Flows for Ontario Businesses:** Under these measures, business may be eligible to delay payments of provincially administered taxes, six-month interest free and penalty free fee periods. The eligible period will be January 1, 2022 to July 1, 2022.
- IX. **Canada Recovery Hiring Programs:** Two levels of support are available through the Tourism and Hospitality Recovery Program (THRP) fund and the Hardest-Hit Business Recovery Program (HHBRP) fund.
- X. **2022 Summer Experience Program (SEP):** The Summer Experience Program provides funding to not-for-profit organizations, municipalities, Indigenous organizations, and First Nation communities to create career-related summer employment opportunities for students. The summer employment positions must focus on activities supporting key sectors within the Ministry of Heritage, Sport, Tourism and Culture Industries. SEP employment opportunities must offer training, work experience and skills transferable to the general workforce and to future careers. The positions must focus on activities that support **the key sectors of tourism, culture, heritage and sport and recreation**. **Applications are due by, February 15, 2022 and are available through the [Transfer Payment Ontario portal](#).**
- XI. **Francophone Job Creation Program:** The Francophone Job Creation program provides wage subsidy support of up to 50% for eligible hires after September 24, 2021 and before March 31, 2022. Applications are available through the local [Renfrew County Community Futures Development Corporation](#).
- XII. **OHTO Skills Development:** The [OHTO Skills Development fund](#) can support tourism businesses with up to \$2,500 of financial support for projects in following categories, Digital Skillset and E-Commerce, Business Development Support, Customer Service and Recruitment & Retention. The funding must be used by March 31, 2022 and applications are accepted until funding is depleted.

- XIII. **Staycation Tax Credit:** As part of the Ontario Government Fall Economic Statement the Staycation Tax Credit was introduced as a short term tourism support benefit. A 20% personal income tax credit can be claimed against eligible accommodation expenses in 2022.
- XIV. **Community Improvement Plan (CIP):** Petawawa now 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](#). Christine reported that The Urban Lounge Salon and Spa was successful in their application presented to Council just after Christmas.
- XV. **Upper Ottawa Valley Chamber of Commerce:** Christine spoke of the many discounts and incentive programs that chamber members can enjoy along with the discounted participation in many networking and industry led events. The UOVCC is currently running their annual membership and all businesses are encouraged to join or renew. More information can be found on the UOVCC [website](#).

## 2. Communications Protocol for Road Projects

Val reported that she had a discussion with Mayor Sweet where she was able to bring forward the recommendations from PBAN regarding implementation of a Communication Protocol for Roads Projects. Mayor Sweet was to bring these items forward to staff for discussion and implementation, as possible.

## 3. 25<sup>th</sup> Anniversary Town Celebration – Community Picnic

A group discussion was held to determine the best way to create a specific sponsorship program for the community picnic portion of the Town's 25<sup>th</sup> Anniversary event. It was deemed that the picnic blanket giveaway should reflect the logo of PBAN and our ongoing Shop Local initiative and that the community picnic sponsorship program be designed to allow for the greatest amount of local business participation at a reasonable expense. A request to utilize a local business to source the picnic blanket was also discussed. With this direction a sponsorship package will then be provided at the next meeting.

Moved by Richard McNish

Seconded by Cindy Sell

That the PBAN logo and Shop Petawawa logo should be on the picnic blanket giveaway.

**Carried**

## New Business

### 1. Sign By-Law Review

Christine indicated that as part of ongoing review of Planning and Development documents and By-laws that the Official Plan and the Sign by-Law would be undertaken this year. The Sign by-law was endorsed in 2012 and so is in need of review. One of the grants available

under the Community Improvement Plan (CIP) is for the replacement or improvement to signs. Some key elements of the by-law review will include require setbacks, sign types, a specific look at portable signs and language regarding the enforcement of the by-law. Petawawa has engaged WSP to lead us through this process and a notice has been posted to the [municipal website](#). When a public draft of the document is available it will be posted for public comment.

## Correspondence

There was no correspondence.

## Information (Business Openings/Milestones/Celebrations)

- Dynamic Medical Aesthetics has opened an outlet service in the Bombshells Hair Salon at 1027 Victoria Street.
- Banville Yamaha under new ownership is now Ottawa Valley Yamaha.
- The ESSO Service at 3416 Petawawa Blvd. has advised of closure. ESSO currently operates that location under a commission model where gas and pumps belong to ESSO.

## Events

- Cabin Fever 2022 was planned with a mix of virtual and in-person activities. Events will proceed in adherence with provincial restrictions in place.
- The Upper Ottawa Valley Chamber of Commerce will hold its Annual General Meeting on February 23<sup>rd</sup>.
- OV Boss Babes will be hosting an Ottawa Valley Women's Collective event in celebration of International Women's Day. This panel discussion event will take place March 5<sup>th</sup>.
- The Upper Ottawa Valley Chamber of Commerce will be hosting a speaker event in honor of International Women's Day from noon - 1 pm on March 8<sup>th</sup>.

## Round Table

Portia indicated that the business was operational after a vacation closure and that under current restriction facials are again permitted. They are considering bringing back additional services.

Claude reported that he has been baffled that military releases have not decreased. He reported that an estimated 400 members will have transitioned out in 2021 both for medical and non-medical related circumstances. The Transition Centre is open virtually and they are planning to deliver SCAN training programs. Completing training of additional staff members is anticipated in the coming few weeks.

William reported that he received a positive response to his Digital Main Street Digital Transformation Grant application.

Cindy reported that housing inventory remains very low. She noted that there were ten home sales in Petawawa in January with one active listing today. Houses are typically selling within 3

to 5 days. Cindy also noted that she saw a notice that Petawawa Victoria Mall was leasing space.

Richard reported that Dog House Brewing Company Ltd. had a special offer for purchases in February. They would donate 5% all retail sales (in store) to the Canadian Cancer Society. Instead of a DRY February Dog House Brewing Co. is saying “Don’t stop drinking just drink responsibly”. Richard also noted that they would be participating at the Sounds of Business Event at End of the Leash Pet Boutique on February 18<sup>th</sup>.

Christina reported that all PMFRC workshops were being delivered virtually and participation continues to be lower. Numbers are even lower than January this time last year. The struggles are everywhere and universally felt. PMFRC is seeking to hire Mental Health Team – Early Childhood Educators. Christina noted that she is seeing more and more businesses implementing vaccination policies. More households are pausing job searches and opting to operate on single incomes due to the current restrictions. Christina reported that PMFRC is planning to host a Virtual Job Fair on March 24<sup>th</sup> in partnership with North Bay and Trenton. They are looking for five local employers who may want to participate. PMFRC offers training opportunities for employees such as WHMIS or Health and Safety under their drop in services.

Laura had nothing to report. She was glad to be able to join the session and stay connected.

Theresa reported that the Economic Development budget for 2022 had been approved and that dedicated funds for the Community Improvement Plan were secured. Theresa encouraged businesses to use the CIP funds that are available in eleven different approved categories.

Val reported that it has been crazy in her industry since Christmas. The current restrictions have made staffing very challenging. Val reported that the Canadian supply chain is strong and that it is SKU rationalization that is contributing to some product unavailability as companies select certain products to produce over others. Val noticed that there was an uptake in panic buying and they have been working on social media messages to quell the panic. Val indicated that the most recent round of product delays was due to the snow storm in Toronto that affected more than 1200 Loblaw’s trucks from leaving the City. Across the board there are price increases and Val noted that today an increase in milk products by the Milk Board would occur. Val spoke of the Veterans Banner Program and noted that for \$200 a business could sponsor a banner. Interested businesses should go direct to the Rotary site for more information.

## Adjournment

The meeting adjourned to the call of the Chair at 10:30 am.