# Petawawa Business Advisory Network logo

## Minutes

**In Person Meeting, Petawawa ON  
April 5, 2022**

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

**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 Claude Tessier

That the agenda for the April 5, 2022 meeting of PBAN be approved.

**Carried**

## Disclosure of Pecuniary Interest

There were no disclosures of pecuniary interest.

## Approval of Minutes

Moved by Theresa Sabourin

Seconded by Richard McNish

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

**Carried**

## Old Business

### Business Grants/Programs and Resources

Christine reported that an e-news document was created and circulated on March 1, 2022. The following programs or resources are available to businesses and affiliate organizations.

1. **Canada Digital Adoption Program (CDAP)**: The new Canada [Digital Adoption Program (CDAP)](https://www.ic.gc.ca/eic/site/152.nsf/eng/home) will provide $1.4 billion in grants and 0% loans to help small and medium-sized Canadian businesses (SME) digitize their businesses. Micro-grants up to $2,400 are available for SME’s to help take advantage of e-commerce opportunities. Check out the [Grow Your Business Online](https://www.ic.gc.ca/eic/site/152.nsf/eng/00011.html) registration information. There is also a [Boost Your Business](https://www.ic.gc.ca/eic/site/152.nsf/eng/00013.html) stream for businesses with over 500,000 in annual sales. This program helps with the creation of a digital plan and technology program.
2. **Summer Company with Enterprise Renfrew County**: Five spaces are available for entrepreneurs 15-29 who want to develop their own company. Starter funding and step by step support are available for candidates plus a bonus upon completing the program. Deadline to apply is May 31st. Details on this program are available through the ERC website: [Programs - Enterprise Renfrew County](https://www.enterpriserenfrewcounty.com/programs/)
3. **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](https://www.petawawa.ca/business/economic-development/community-improvement-plan-cip/).

### County Road 51 Bridge Works Update

A project summary of the anticipated works associated with County Road 51 Bridge, by County staff, was made to Council on March 28th. The presentation identified the scope of the works, the traffic management plan, the communications details as well as the timeline for project delivery. At present the contract award is scheduled for April 27th with a start date of May 24th and a substantial completion date of November 4th. Traffic will be one –lane across the bridge except for very short terms when this will not be feasible.

### 25th Anniversary Town Celebration – Community Picnic

We are pleased that so many businesses stepped forward to support this Community Picnic event. The Title Sponsor is Bright Eyes and Bushy Tails. The three Picnic Location Sponsors are Peak Hot Yoga and the Urban Lounge Salon and Spa, Looking Glass Toys and Games, Mike’s Hardware Doors and So Much More with the OSPCA. More information on theme and exact location activities will be discussed with each sponsor. Picnic blankets have been ordered and the logo work will be done by Precision Textiles. In the event of rain the event will be postponed in consultation with staff and sponsors.

### Sign By-Law Review

As the County right of way along Petawawa Blvd. is not consistent in all of the business areas, it has been difficult to select some set back requirements that don’t create undue additional requirements for businesses. The Planning and Development Department is now in a very busy planning and permitting season. Staff will continue to work towards bringing forward a draft of the sign by-law, as time permits, and before the end of this fiscal year.

## New Business

### Petawawa Container Market 2022

Christine provided the group with information regarding the operations for the 2022 edition of the Petawawa Container Market. A large project will start at the site in May and be completed in time for the Town’s 25th Anniversary Celebrations. The project will improve the site management, access, accessibility, see improvements to the container units themselves and enhance the signage and visibility of the area. The program details and booking information for interested vendors is available on the municipal website at

[Petawawa Container Market - The Town of Petawawa](https://www.petawawa.ca/business/economic-development/petawawa-container-market/)

### Water and Dirt Festival

The Water and Dirt Festival, presented by [Canadian Nuclear Laboratories](https://www.cnl.ca/), is a 10 day festival that will be happening August 4-14, 2022. Born out of the popular and successful Upper Ottawa River Race and Paddle Festival, this new event adds land based outdoor adventure sports to the already popular water based sports. A four-way municipal partnership between Petawawa, Pembroke, Laurentian Valley and North Algona Wilberforce allows new additions like mountain bike racing, skateboarding, whitewater kayaking, BMX, and cross country running to be added to long running events such as the Upper Ottawa River Race and the Kayak Fishing Tournament.  Other activities include demos, clinics, kids’ races, and more enhanced by great food and performances by local entertainers.  The website that has all the event details and registration is [Water and Dirt Festival | Petawawa Ontario](https://www.wateranddirt.ca/). The contact is Colin Coyle [ccoyle@petawawa.ca](mailto:ccoyle@petawawa.ca) 613-687-5678 ext. 2101

## Correspondence

There was no correspondence.

## Information (Business Openings/Milestones/Celebrations)

* Gas pumps were removed from the property at 3416 Petawawa Blvd. Municipal staff are working with property owner to seek opportunities for the site. Environmental Assessment work is scheduled which will have impacts.
* Grand Opening event for Petawawa Cannabis Store (PCS), located at 3241 Petawawa Blvd., was held on April 1st.
* Hela Beauty, at 10 Canadian Forces Drive, has received their occupancy and will host a Grand Opening in the coming weeks.
* A new business called Law and Orders will be locating at 2991 Petawawa Blvd.
* Watch My Six will be celebrating their six (6) year anniversary in April.

## Events

* Sounds of Business on April 22nd will be at Pembroke Mitsubishi.
* Poutine Feast is coming to Petawawa on April 21 – 24. This is a third party facility rental event. Participation is through the renting organization.
* OVTA is hosting a virtual AGM on Tuesday, April 26th from 10 am – 12 pm.
* Petawawa Showcase is coming to Petawawa on April 29 – May 1. This is a third party facility rental event. Businesses can participate through Gallant Media.
* OV Women in Business Events “Women Who Mean Business” featuring Shannon Slaughter will take place May 6 from 6:30 – 9:30 pm at Jubilee Lodge Petawawa.

## Round Table

Claude reported that the SCAN seminar is scheduled for May 3-5th. Claude noted that since January of 2021 more than 520 clients of the Transition Centre have been processed, noting that only a third are for medical reasons. This means that other factors, even outside of vaccination non-compliance are spurring departures.

Theresa extoled the virtues the Petawawa Sounds of Business event at Peak Hot Yoga with food served by Sunnyside Up Breakfast Buffet.

Richard reported that Dog House Brewing was selected by the Ottawa Valley Tourism Association (OVTA) to be highlight in Ride the Highlands. Dog House Brewery was also featured in a blog that was facilitated by their Springbok coffee supplier connection. Richard reported participating in a series of upcoming events including the Rumble in the Valley and a new event call Tapis and Trails with Laurentian Valley. Richard also mentioned some expansion plans for the brewery.

Christina reported that PMFRC March participation of job seekers to job postings was pre-pandemic normal. Christina did note that with the opportunity to seek training or re-training support that 15-20% of eligible job seekers are in some schooling program. Christina also noted that 2nd career funding provisions due to layoff was being reviewed. Christina discussed how the new childcare benefits will help support workers and employment and advised us of the potential organizational restructuring for PMFRC and Employment Services.

Cindy reported at the time of the meeting that there were 17 homes available for sale in Petawawa, 10 of which were under offers; inventory is low. She indicated that average home sells within 4 days and the average home in Petawawa sold for $517,363 in March. Cindy discussed the Re/Max Realty annual awards event and her nomination as the myFM Spirit Award Favourite Realtor.

Val reported that the rising cost of food prices is affecting everyone and the industry is facing big challenges to try to adjust and accommodate. Val reported that Rotary Petawawa still had a few banners available for sponsorship under their Veteran Banner initiative. Rotary Petawawa will be participating in a number of fundraising initiatives in an effort to support a Ukrainian family in Canada. Val indicated that the immigration process is long and arduous but that Rotary would continue to work through the process.

## Adjournment

The meeting adjourned to the call of the Chair at 10:54 am.