



Minutes

In Person Meeting, Petawawa ON

March 2, 2021

Present:

Theresa Sabourin
William Grandy
Richard McNish
Val Hyska
Robert Hall
Cindy Sell
Christina McFadden

Regrets:

Laura Hanek
Portia Hoffman Strang

Also Present:

Christine Mitchell

Welcome and Introductions

Val Hyska, Chair, called the meeting to order at 9:05 am.

Approval of Agenda

Moved by Richard McNish

Seconded by Theresa Sabourin

That the agenda for the March 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 William Grandy

That the minutes of February 2, 2021, be approved.

Carried

Old Business

1. Business Grants and Programs

Christine reported that an e-news document was created and circulated on February 22nd.

- **Ontario New Skills Development Fund:** The [Ontario New Skills Development Fund](#) is a two year funding envelope that supports workers and apprentices to navigate and overcome challenges in hiring, training and retaining workers as a result of the COVID-19 pandemic. Fund is open until February 28, 2021.
- **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](#).
- **Canada United Small Business Relief Fund (CUSBRF):** The [CUSBRF](#) program re-opened February 16, 2021 for new applicants. Created by RBC and supported with federal funds, eligible small business can receive up to \$5,000 in funding to support sectors affected by COVID-19. This fund application intake will close March 12, 2021.
- **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.
- **Canadian Defence Community Entrepreneurs:** A CAF member program offered through the [Bank of Montreal \(BMO\)](#) provides special rates and supports for eligible businesses.

2. Business Health and Wellness Peer Check-in Program

The ad hoc committee discussed the identified challenges voiced by some local businesses noting that many indicated the second lockdown was easier to adjust to than the first. Employment for service sector remains a challenge even with unemployment rates at 13.1%. The committee is hoping to wrap up the remaining checks by end of March.

3. Shop Petawawa

Christine provided a visual sneak peak of the redesigned Shop Petawawa site with more visuals, message board, story sharing and general information on our community businesses. Christine continues to work with the webmaster in the hopes of bringing the enhanced site live in the coming weeks. Advertising the Shop Petawawa site will be part of the upcoming Community Guide in the Town Times. Other advertising mediums were discussed for staff review.

4. Service Concierge – Financial Series of Workshops

Christine reported the webinar line-up in the Service Concierge financial workshop series.

- March 3 Grant Writing
- March 10 Building a Business with Fields of Green Consulting
- March 17 Understanding Cash Flows with RCCFDC
- March 24 Question and Answer Session with Fields of Green Consulting
- March 31 Common Financial Pitfalls with RCCFDC

Webinars will be delivered every Wednesday from 7 pm - 8 pm. While we maintained the small fee to participate, we have purchased treats from local businesses, created swag bags with items from the partnership group and had everything delivered direct to the customers in partnership with Valley Eats.

5. Community Improvement Plan (CIP)

Christine reported that a Request for Proposals (RFP) for a CIP was issued on February 8th and would close on March 12th. A review team will score the submissions and present the results to Council for endorsement. PBAN will be part of CIP process, especially the stakeholder consultation and encouragement of business participation in the survey and outreach that define the final CIP grant programs.

New Business

1. Creating of a Building Permit Workflow Resource

Christine reported that staff were looking at new online software service for the building department that would make the permit process more streamlined. The process for new construction is very straightforward as it must adhere to the newest Ontario Building Code regulations. Modifying or changing the use of an existing commercial space is defined by each space and the new proposed use, which can significantly change the hazard, and therefore require much greater construction. Of course requirements for accessibility are also a factor as we move towards an accessible Ontario by 2025. Staff will also look at creating a workflow resource that should help provide a more visual roadmap of the permit process.

Correspondence

The 2021 Ottawa Valley Tourism Awards are now open and will accept nominations until April 9th. In a year where so many tourism centric businesses had such hardship it is more important than ever to support them. Three categories are open for nomination, the Marilyn Alexander Tourism Champion, Business of Distinction, and Special Event of the Year.

Information (Business Openings/Milestones/Celebrations)

- Dog House Brewing Company official opened their doors the last week of February at 3477 A Petawawa Blvd. They will celebrate a grand opening in the spring.
- Kushys, located at 3025 Petawawa Blvd. Unit 11 is set to open their doors in March.
- Capital Mortgages has opened an office at 1027 Victoria Street.
- Milano's Pizza at 3515 Petawawa Blvd. has been rebranded a Milano's Petawawa with a new owner and is expected to open in April.
- 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.
- My Mellow Vape 2.0 has opened at 2 Mohns Ave.
- Prairie and Luna Cannabis Co. Ltd. has negotiated the upper commercial space at 3067 Petawawa Blvd and is expected to open in April.
- Wolfe St. Plaza officially changed ownership on March 2nd. We await further details on the new owners' intentions for this property.
- Northern Credit Union will be closing the Petawawa branch effective May 6th.
- February 17th, a fire occurred at Mary Brown's that will require significant repairs. It might be into summer before it reopens. Pizza Pizza located beside Mary Browns is also closed and will be for a short time while repairs are made to the firewall that separates the two units.
- Kreationz Hair Studio did sustain damage resulting from the neighboring Art-E-Motive fire. This business site will be closed for an indeterminate period.
- 3495 Petawawa Blvd. is available for sale. The building has three residential and three commercial tenant spaces.

Events

- **Strike Up 2021 Digital Conference for Women Entrepreneurs:** March 4th Full day
- **Digital Accessibility Training with ACE:** March 4th at 10 am – 12 pm.
- **Ottawa Valley Women's Collective:** March 8th at 8 pm
- **Local Food Conference:** March 10-31st, every Wednesday, four sessions 10 am – 12pm.
- **OV Virtual Market:** March 28th 10 am – 3 pm
- **Service Concierge Financial Webinars:** March 3-31st, every Wednesday, five sessions 7pm - 8pm

Round Table

Christina reported that the PMFRC had less than 30% uptake of services and programs during the holiday lockdown. Doors are open for client services by appointment in both Petawawa and Deep River. If businesses have job postings be sure to contact Employment Services who can provide assistance connecting with employees.

Robert indicated that a 10th virtual transition seminar was available and that participation in these new format sessions were tremendous. Robert continues to work towards a spring date, virtual local career fair featuring education information sessions provided by universities and colleges.

Cindy reported that residential house inventory remains low. This is causing multiple above offer situations for many homes on the market. Cindy indicated that the February report of an average Petawawa home sale price was \$392,941.00. Cindy also indicated that a number of rental homes are being sold which is creating a shortage of rental properties. Indications of a two year wait list for PMQ's was also discussed.

Richard reported on the soft opening of Dog House Brewing Company Inc. and indicated a more formal event for the spring. Richard did indicate that they were successful in obtaining Shop Here funding from Digital Main Street, despite an initial notification that there were no longer any remaining funds.

William has been participating in some online business sessions and is looking forward to the season ahead, celebrating the fifth year anniversary for The Shed.

Val indicated that they have yet to make a decision regarding what products or services would be available in the space at Hyska's vacated by Conway's Pharmacy. Val spoke of Loblaws focus and support of the Shop Ontario program, which looks to showcase and support sales for local food products.

Adjournment

The meeting adjourned to the call of the Chair at 11:00 am.