



## Minutes

### **In-Person Meeting, Petawawa ON February 7, 2023**

#### **Present:**

Val Hyska  
William Grandy (departed 9:40 am)  
Richard McNish  
Cindy Sell  
Zoe Nolan  
Jamie Moody  
Jillian McLellan (departed 11:00 am)  
Murray Rutz (departed 11:20 am)

#### **Regrets:**

Gerald Hoffman  
Christina Schramm

#### **Also Present:**

Christine Mitchell

## Welcome and Introductions

Chair Richard McNish called the meeting to order at 9:05 am.

## Approval of Agenda

Moved by Murray Rutz  
Seconded by Val Hyska  
That the agenda for the February 7, 2023 meeting of PBAN be approved.

#### **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 January 17, 2023, be approved.

**Carried**

## Old Business

### 1. Business General

Christine reported that e-news documents were circulated on the following dates: January 19<sup>th</sup> and 30<sup>th</sup>.

The following programs, grants, and resources are available to businesses and affiliate organizations.

- I. **Rural Economic Development Fund (RED)** is accepting applications until February 23<sup>rd</sup>. Eligible projects and information are available on the [Ontario RED funding page](#).
- II. **Renfrew County Community Futures Development Corporation** has received provincial funding, Francophone Job Creation Program, to support employers who are hiring francophone staff. Details can be found on the [RCCFDC website](#).
- III. **Enterprise Renfrew County** is opening Starter Company Plus and Summer Company intakes. Details can be found on the [ERC website](#).
- IV. **UOV Chamber of Commerce** – Is now running Digital Service Squad Members for the entire UOVCC catchment area. FREE support for your digital presence. Call today and book a session to have someone attend your business and talk to you. New 2023 membership tiers and affiliate program benefits for members. Details can be found on the [UOVCC website](#).
- V. **Community Improvement Plan (CIP)**: Petawawa 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.

### 2. Final Draft Signage By-Law Review

A public open house was held on Tuesday, January 24<sup>th</sup> from 5 pm – 8 pm at the municipal hall to discuss proposed revisions to the municipal Sign By-law. Comments received by PBAN members at the January 17<sup>th</sup> meeting were part of modifications made to this final draft signage by-law. This document will come to Council for discussion on Monday, February 27<sup>th</sup>. The original, draft and final draft version of the sign by-laws are available here: [Sign By-law - Draft of Sign By-law 2023 - The Town of Petawawa](#).

## New Business

### 1. Petawawa Sign Project

Members of PBAN have expressed an interest in seeing a large letter Petawawa sign. It is felt that such a sign serves not only to relay the message of the history of the Town, but serves as a marketing and branding opportunity for the local businesses and tourists to the community. The art feel of the letter sign aligns well with our existing art nodes and would be a great opportunity for community engagement. A preliminary design concept, drawn by Mark Crinnion, was reviewed and discussed.

PBAN members are keen to advance and administer this project. The next step will be to establish some design criteria and connect with local interests and artists to see and validate implementation strategies and timelines. Once a more defined program is established we will then be ready to present to the concept to Council.

Moved by Jamie Moody

Seconded by Val Hyska

That PBAN supports the administration and facilitation for the creation of a large letter Petawawa sign, subject to Town Council approval.

**Carried**

### 2. Community Profile Segment Analysis

Economic Developers Council of Ontario (EDCO) worked with Environics to offer small Ontario municipalities with Main Street segment Community Profiles. Environics Analytics' Community Profile leverages data sources to provide insights into the demographics, psychographics, expenditure, and behavioural characteristics of residents in the defined area. As part of the offer, a review of tourism levels for the area, over three years, was also provided. The results of the profile received for the area identified as Petawawa Town Centre were discussed. These results are available on our municipal website: [Economic Profile - The Town of Petawawa](#)

### 3. Official Plan Update 2023

The Official Plan guides how lands in the Town may be used, and how and where the Town's future growth should occur. It establishes the important natural, cultural, and recreational features and resources that should be protected and enhanced, and how community services will be planned for the future, such as roads, infrastructure, housing, and parks. The Official Plan also addresses how to support and encourage economic development and investment in the community, through industry, commerce, and tourism.

The Official Plan will refine the goals, objectives, policies and schedules of the Official Plan to ensure it is consistent with the 2020 Provincial Policy Statement, conforms to the County of Renfrew Official Plan and reflects the matters of local interest.

A special meeting of Council will be held on Wednesday, March 8<sup>th</sup> at 1111 Victoria Street beginning at 6:30 pm. The public is invited to attend. Those who can't attend but want to provide input may do so in writing addressed to Karen Cronier, Director of Planning and Development. More information on the OP Review process and this Special Meeting can be found on our municipal website. [Official Plan Review - The Town of Petawawa](#)

#### 4. PBAN Workplan

A review of the 2018 Economic Action Plan was provided to PBAN members. A discussion about the roles PBAN members have played and can play in achieving some of the identified priorities occurred. PBAN priority efforts will be focused on bringing opportunities, experiences, and education and focusing on some specific business-related awareness campaigns over the next term. Specific actions will include ongoing business outreach and communication opportunities, spearheading the Petawawa Letter Sign Project, collaborating on business engagements during Small Business Week, support for Veterans Week initiatives, and supporting Petawawa Container Market events and initiatives, including the Christmas Market.

### Correspondence

There was nothing to report.

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

- Allan Bowers, owner of the ESSO service at 2106 Petawawa Blvd. passed away on February 2<sup>nd</sup>. Allan had celebrated 50+ years in business last year.
- Re-development of space at 3482 Petawawa Blvd. for a retail and residential space has been permitted. (former empty space behind Subway)
- Beyond Lashes Aesthetics will be taking over the commercial space at 1027 Victoria Street vacated by The Velvet Blue Tattoo Company. The owner will look to add additional aesthetic services as her business grows.
- Sumo Sushi has received their occupancy and will be opening in February at 3483 Petawawa Blvd.

### Events

- Renfrew County Winter Games 2023 will take place February 9-12th. The following events are currently scheduled for Petawawa: Sledge Hockey will be held at the Civic Centre in Petawawa. Badminton and Squash will be held at Dundonald Hall on Garrison Petawawa and Kick Boxing will be held at Valour School.
- Ottawa Valley Women in Business Events will hold a Galentine event at Hela Beauty on February 11<sup>th</sup>.
- UOVCC will hold their AGM lunch at the Clarion Hotel on February 16<sup>th</sup>
- Service Concierge Workshops are planned for February 27<sup>th</sup>, 28<sup>th</sup> and March 1<sup>st</sup>
- Strike up Canada will host a FREE digital conference on March 2nd

- UOVCC will hold a Women in Business celebration lunch on March 8<sup>th</sup> from 11:30 am – 1:30 pm at Anthony’s Italian Grill
- Special Meeting of Council to review the Official Plan Review will be held on March 8<sup>th</sup> from 6:30 pm in Council Chambers
- Hell or High Water May 13<sup>th</sup>
- Rolling Barrage Petawawa August 9th
- Water and Dirt Festival will take place August 11-27th

## Round Table

Jamie informed us of the burst water pipe that shorted out their fire safety panel the week between Ontario Winter Games events. Jamie highlighted the amazing support received from local businesses and agencies to resolve this situation. Jamie spoke of the opportunities for future accommodation growth, specifically cited projects at CNL. They are actively looking in the area for growth and development opportunities.

Cindy reported that available rental listings in February are low. She noted that the average Petawawa house sale in January was \$429,711 which was 6% less than 2021. Cindy also reported on her participation in a local Enterprise Renfrew County virtual workshop on HST for small businesses.

Zoe reported that she is busy planning for the reopening of the Mount Molson Dairy Bar for the 2023 season. She alluded to more branding focused on a ski theme, new ice cream flavours, new partner collaborations, and her registration in an Ice Cream Technologies program.

Murray spoke about the 2023 Council budget process. He reported on activities with the Pembroke and Area Airport Commission and Festival Hall.

Val spoke about larger business recycling challenges and how she is continuing to work with the municipality to find more support. While she has joined the municipal compost program, and engaged a local business Ultimate Clean Cans to keep the bins clean, there are still seasonal challenges and a missed opportunity with the recyclable program. Val spoke about the 2<sup>nd</sup> Canadian Royal Horse Artillery (2CRHA) reunion which is planned for May 26, 27 and 28<sup>th</sup>. It is anticipated that this reunion will see 300 – 350 past military members return to Petawawa.

Richard reported that he is exploring accelerating his 10 year business expansion plans. He is acquiring more brew equipment and working with some collaborative partners and will be launching a new product the first quarter of this year. Richard reported War Dog, their signature beer, has been approved for distribution in LCBO. Richard will now work with LCBO managers to get the product on their shelves. Dog House Brewing Co. beers can be found in the Petawawa Canex. Richard noted that January and Dry February are the worst revenue generating months for his industry.

## Adjournment

The meeting adjourned to the call of the Chair at 11:21 am. Next meeting is March 7<sup>th</sup>.