



## BUSINESS

### 1. Communication methods and tools

Christine reported that Swoop Media had been engaged to create a logo for the PBAN. Once the logo is finalized, with input from members, identification and communication materials will be so branded.

A larger discussion occurred on the mediums and methods to diffuse information to the Petawawa business community and industry partners. The group as a whole agreed that an e-newsletter service was an ideal method. Christine will look into the services of Constant Contact.

### 2. Mayor's Breakfast event summary

The Ottawa Valley Chamber of Commerce, Mayor's Breakfast event, was a sold out experience. An excellent venue at Hyska's Your Independent Grocer with great food and networking opportunities. Mayor Sweet presented members of the PBAN and spoke of economic development initiatives for the community. This event location was selected as part of a developing new Community Table initiative seeking to create shared meal experiences supported by local businesses in unconventional locations. Val had the opportunity to share the Petawawa Ramble and Pumpkin People event details with the attendees.

### 3. Garrison Commander's Annual Business Luncheon – November 7, 2019

Christine reminded everyone of the upcoming Garrison Commander's Annual Business luncheon, noting that the registration deadline is October 23<sup>rd</sup>. Val indicated that this event is a great opportunity for business networking and to learn about deployment and other military centric activities which can be useful for business planning purposes.

### 4. Small Business Week Ontario – October 20-26<sup>th</sup>

Christine reported that the Petawawa Ramble and Pumpkin People festival was promoted as a small business week event in the electronic event circulation from the Renfrew County Community Futures Development Corporation and the Upper Ottawa Valley Chamber of Commerce eblast.

As part of the Work Plan objectives for 2020 PBAN should consider hosting an event as part of this week.

5. Cabin Fever – how can businesses get benefit/participate?

A discussion evolved on how to support this event and ensure that businesses who want to participate can either sponsor an already planned activity or create a new event within their business enhances the whole event experience and contributes to further community involvement.

Laura suggested some new event concepts such as an Art Battle or a board game activity night. Christine indicated that Colin was looking to bring back a modified version of a previous event called the Fusion of Senses only with tasting stations instead of a full sit down dinner. Theresa indicated that there was once a Vino and Vittles event that was an appetizer based sampling event. Val spoke about the Rotary Art of Whisky event and the possibility of moving that into the Cabin Fever umbrella. Members are encouraged to share details and discuss collaborations with fellow business associates. Laura suggested that event registration with Event Brite or some other such service is a good way to ensure participation in an event, even those that are free, once people register they are likely more apt to participate. Further discussion to be had at the next meeting.

6. RED Funding

Christine reported that she had made an application to the 2019 edition of the Rural Economic Development Funding program for financial assistance in completing the next steps of the container market. An informative discussion arose on vacant lands, vacant commercial properties and municipal opportunities. Of topic was also the expansion or rehabilitation of County Road 51 and the affect to businesses along that stretch. Members of the committee were reminded that County Road 51 is a Renfrew County road, theirs to manage and maintain. Applications made by the County to expand and improve this roadway have thus far been unsuccessful. Any major expansion or revitalization on this road would involve significant opportunity for public consultation.

## EVENTS

1. NEW Petawawa Ramble and Pumpkin People Festival (October 19-20, 2019)

This is a business led initiative. The inaugural Petawawa Ramble is an opportunity to enjoy autumn splendor and to savour, sample and experience the bounty of our community offerings. Three family friendly events and the Pumpkin People displays encompass the weekend activities. Print maps were distributed to area participating businesses and larger outlet locations in Renfrew County. Businesses who have purchased a Pumpkin Person kit will be able to collect them on Thursday, October 10<sup>th</sup> at YIG between 10 am - 3 pm.

2. Operation Red Nose (November 29<sup>th</sup> – December 21, 2019)

Val provided a brief summary. Operation Red Nose is a nationally coordinated campaign conducted as a community service during the Christmas holiday season in order to ensure

that people get home safely from holiday parties. Three (3) volunteers are sent out for each call, one to drive the client's vehicle and the other two to drive the client home. Petawawa Rotary is looking to conduct eight (8) evening sessions and two (2) afternoon sessions, if volunteers permit. Rotary is seeking businesses to volunteer three (3) individuals to participate in a session or facilitate an entire session service with fifteen participants (equivalent to five teams of three volunteers). Rotary Club will assume all the administration, training and coordination of each session. Volunteers can get pre-registered during the November 5th and 6<sup>th</sup> registration events. The OPP are conducting necessary background checks as their partnership in this program. NRTC Communications has come on board sponsoring the phone line; 506-NOSE (6673).

The launch for this event will be on November 5th. Funds raised from clients using this service remain in the community and will be donated to youth focused programs in the community.

### ROUND TABLE

Theresa inquired about the possibility of creating a local Merchants Dance during the festival season to accommodate small businesses.

Val discussed the concept of eliminating single use plastics and leading a campaign to support this concept implementation. A query about commercial recycling was also voiced as there is a large expense to the business to do this. Both items merit further consideration and review.

### ADJOURNMENT

The next meeting will take place on Tuesday, November 12<sup>th</sup> at 9 am in the boardroom at the municipal office.

The meeting adjourned to the call of the Chair at 10:50 am.