



Minutes

In-Person Meeting, Town Hall, Petawawa ON May 7, 2024

Present:

Richard McNish (Chair)
Murray Rutz (Councillor)
Adam Driscoll (Councillor)
Jillian McLellan
Cindy Sell
Jamie Moody
Christina Schramm
Gerald Hoffman
Zoe Nolan
William Grandy
Val Hyska

Also Present:

Christine Mitchell, Manager of Economic Development
Rudy Kadlec, Economic Development Coordinator

Welcome and Introductions

Chair Richard McNish called the meeting to order at 8:58 am.

Approval of Agenda

Moved by Jamie Moody
Seconded by Jillian McLellan
That the agenda for the May 7, 2024, meeting of PBAN be approved.

Carried

Disclosure of Pecuniary Interest

There were no disclosures of pecuniary interest.

Approval of Minutes

Moved by Jamie Moody

Seconded by Jill McLellan

That the minutes of April 2, 2024, be approved.

Carried

Old Business

1. Business General

E-News posts were circulated to registered businesses on April 2nd and May 1st, 2024. The link was posted to the PBAN social media pages and is available here: [Business E-News - The Town of Petawawa](#)

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

New

- I. **FED DEV Spring Intake** is open: [Funding for businesses in southern Ontario: What we support \(canada.ca\)](#) Applications will be accepted until June 24th.
- II. **Community Inclusive Grant:** providing \$60,000 in eligible requests that help the community become more inclusive and accessible for people of all ages and abilities. The deadline to apply is May 22nd. [Inclusive Community Grants | ontario.ca](#)

Resources

- III. **Ontario Funding Opportunities:** [Available funding opportunities from the Ontario Government | ontario.ca](#)
- IV. **Renfrew County Community Futures Development Corporation:** Funding program information: [Financing / Funding - RCCFDC — Renfrew Country Community Futures Development Corp](#)
- V. **Community Improvement Plan (CIP):** Applicants interested in learning more about this local matching fund program, which provides for building improvement works, should review the material provided on the municipal website at [Community Improvement Plan \(CIP\)](#) - The Town of Petawawa.
- VI. **Upper Ottawa Valley Business Excellence Awards:** The portal has opened for the UOVCC annual award program. Businesses can submit applications in the 14 categories of consideration. The submissions are evaluated by Chamber representatives outside our region making the selection process merit based and not made of public opinion.

Returning Business

1. First Impressions Community Exchange Program

Planning a virtual orientation call with OMAFRA representative in May. Teams will conduct the visits in the month and June and provide reporting documentation to the Economic Development Department following their visit. A report on our findings will be prepared for presentation in July.

2. Business Retention & Expansion Programs

The RED application funding request has not been confirmed, however, this project will advance in the Fall of 2024 and be completed by end of 2025. The core work to inform the BRE report will be business interviews which will be scheduled in Q1 and early Q2 of 2025.

3. Petawawa Container Market

The new season opened Saturday, May 4th with special musical guest Sierra Levesque. Vendor bookings for the new 7x7 units are still available. Mackie's Golden Meals is our contracted food truck service this year and are anticipated to arrive at the end of May.

4. Special Event Checklist

At the request of PBAN members, as a resource for businesses looking to host events on their properties, a special event checklist was created. This checklist will provide businesses with the necessary information to plan and execute a regulation-compliant event. This resource document will be posted to the municipal website in the Business Tab under Economic Development.

New Business

1. AODA Training for Committee Members

An annual review conducted by the Petawawa Accessibility Advisory Committee has resulted in a request that all committee members complete the Customer Service Standard training module. This training is offered virtually through Access Forward; the link is available on our municipal website. [AccessForward](#)

Correspondence

Councillor Coutu inquired to see if any PBAN member business representative was interested in sitting on the EDI logo selection team. Jamie Moody volunteered to sit on the selection team with Christina Schramm to serve as an alternate.

Information (Business Openings/Milestones/Celebrations)

- Law and Orders opened April 19th at 1049 Victoria Street

- BEI has officially acquired all H&H business assets.
- Film.ca Troyes Cinema is re-opening on May 17th.
- First Choice Petawawa is looking to reopen services in the community and are seeking hairstylists.

Events

1. Upcoming Events, Workshops and Opportunities

- May 10 -11: **Pembroke Community Expo**: Reserve your booth [Pembroke Community Expo - City of Pembroke](#)
- May 23: **Google My Business** webinar 10:30 am – 12 pm hosted by Enterprise Renfrew County. [Master Marketing Series \(typeform.com\)](#)
- May 27: **Chamber Connect Open House**. 3-4:30 p.m. with the Upper Ottawa Valley Chamber of Commerce
- May 30: **Meta Business Suite** webinar 10:30 am – 12 pm hosted by Enterprise Renfrew County. [Master Marketing Series \(typeform.com\)](#)
- May 31: **Tee Up for Education Golf Tournament** with the Upper Ottawa Valley Chamber of Commerce 2 – 6 pm. [Class of '24 Fundraiser Golf Tournament \(upperottawavalleychamber.com\)](#)
- June 4: **Marketing Channels** webinar 10:30 – 11:30am hosted by Enterprise Renfrew County. [Master Marketing Series \(typeform.com\)](#)
- June 5: **Introduction to Intercultural Competency**. 9-11 a.m. Presented by Local Immigration Partnership - Lanark & Renfrew. [Meeting Registration - Zoom](#)
- June 11: **DEBUT Sales** webinar 10:30 - noon hosted by Enterprise Renfrew County. [Master Marketing Series \(typeform.com\)](#)
- June 12: **Cultural Orientations** virtual workshop with Local Immigration Partnership. 1-3 p.m. [Meeting Registration - Zoom](#)
- June 19: How to **Engage Meaningfully in Allyship and Anti-Bias Practices** virtual workshop with Local Immigration Partnership. 5-7 p.m. [Meeting Registration - Zoom](#)
- September 28: **Business Excellence Awards Gala** hosted by the UOVCC [2024 UOVCC Business Excellence Awards Gala \(upperottawavalleychamber.com\)](#)

2. Petawawa Ramble

Petawawa Showcase provided a good outreach opportunity. So far nine businesses and two residents have signed up to participate and are eligible for the \$300 Grand Prize Draw offer. This offer runs until May 13th so registrations can still be accepted and be eligible for this draw.

Val provide more details about the ongoing plans for 2024 highlighting a change of location for the Pints and Gourds which will be a Harvest Dinner at the Comfort Station/ Norman Street location and the expansion of opportunities with Farm to Trail.

A new event opportunity will include Wagon Rides which will be offered on Sunday of the Petawawa Ramble. This event is open for sponsorship. Details of this opportunity will be circulated to past Ramble participants.

3. Veteran Business Expo

A meeting of the subcommittee for this event will occur later in May. The Expo this year will be on Saturday, November 9th in the upper hall of the Civic Centre.

4. Christmas Outdoor Market

The Committee discussed actions related to this year's event planned for November 30th.

Round Table

Gerald spoke of the sale of H&H assets to BEI which was made official as of April 12, 2024. Gerald still has duties pending to support those H&H properties that were not part of the sale process.

Jamie recently accepted the Platinum Award for the Choice Hotels Guest Satisfaction program on Behalf of Quality Inn and Suite Petawawa. Jamie indicated that May accommodation bookings were at 80% of expected occupancy and remarked that posting season was underway. Jamie reported the Petawawa and Pembroke Hotel Association was created. This allows local hotelier-led collaboration and effort to address common opportunities and concerns. Jamie reported that a presentation to Petawawa Council on the MAT occurred and there was an indication of approval of a possible 3% MAT to be effective January 2025. There remain details to finalize to implement this process moving forward.

Christina identified that the strike had concluded, seeing programs and events on the Garrison properties starting to open. Christina noted that many Change of Command ceremonies are anticipated along with the commencement of posting turnover. Christina shared that two CANSOFCOM delegates from North Carolina were visiting Petawawa this week.

Jill reported being voted onto the Ottawa Valley Tourist Association board at their recent Annual General Meeting event. Jillian spoke about the Hell or High Water event on Saturday, May 11th. Jill reported that it was a challenging year finding event sponsorship and is concerned about the low water levels. Jill also discussed the signing of a lease for open commercial space in Petawawa.

Val discussed the Renfrew County ATV Club sponsorship opportunity as the group revitalizes its trail signage. This is a great exposure opportunity for local businesses. Val noted that the garden centre at Your Independent Grocer would open on Friday, May 10th, 2024. Val expressed increasing concern over the public and media support of a boycott movement as well promotion of theft at local grocery stores. Not only is it an irresponsible social practice, but it is also a health and safety issue affecting employees.

Councillor Rutz talked about activities at the Pembroke & Area Airport with the Ministry of Natural Resources starting to stock local lakes with fish. Rutz highlighted the recent successful fundraiser at Festival Hall for new audio/visual equipment.

Councillor Driscoll spoke of the second annual golf tournament supporting the local Petawawa Pantry Food Bank, planned for July 6th at the Petawawa Golf Club. They are starting to seek sponsorship and team participation.

Cindy reported the average residential home sale in Petawawa for April 2024 was \$506,950 and the average year-to-date price at \$516,000. Cindy also indicated that RE/MAX Pembroke Realty was returning as a sponsor in the Run for Home event in support of the Deep River and District Hospital to be held on June 22, 2024.

Zoe says Mount Molson Dairy Bar has expanded from 5 employees in 2023 to 9 employees in 2024. This year they will be selling fudge from Sweet Tooths and have received approval from the Renfrew County and District Health Unit to bake cookies for the creation of house made ice cream sandwiches.

Bill noted that The Shed will open May 24 with modified operational hours until school is complete. Bill noted the successful receipt of financial support for a summer student staff grant. Bill spoke of other area fundraising events, like a car wash happening this weekend.

Richard says Dog House Brewing Inc. has two new products coming soon. Richard reminded PBAN members that the [Council Code of Conduct](#) applies to all committees of Council and suggested they all review this document.

Adjournment

The meeting adjourned to the call of the Chair at 10:29am. The next meeting will be June 4, 2024.