



Minutes

In-Person Meeting, Town Hall, Petawawa ON May 6, 2025

Present:

Richard McNish, Chair
Murray Rutz, Councillor
Jillian McLellan
Christina Schramm
Jamie Moody
William Grandy
Cindy Sell
Lindsay Buszchak

Regrets:

Adam Driscoll, Councillor
Zoe Nolan
Val Hyska

Also Present:

Christine Mitchell, Manager of Economic Development

Welcome

Richard McNish called the meeting to order at 9:00 am. Richard welcomed our new member, Lindsay Buszchak, to the committee. A round table of introductions followed.

Richard also noted the receipt of communication from Zoe Nolan indicating that she supports PBAN and wants to continue to work on projects but has been having challenges making the meetings. We thank Zoe for her invaluable contributions and engagement with our business community and the PBAN. We wish her every personal and professional success.

Approval of Agenda

Moved by Murray Rutz

Seconded by Jamie Moody

That the agenda for the May 6, 2025, 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 William Grandy

That the minutes of April 1, 2025, be approved.

Carried

New Business

1. Code of Conduct PowerPoint + Q&A document

PBAN members received the Code of Conduct training materials with the agenda package and were asked to review them in compliance with By-law 1258_19. The training documents felt very Council-focused. A shorter and more tailored Committee-focused training should be considered for the future.

2. Facility Rental Events – STOMP

A discussion arose about the STOMP event. Businesses have been approached by this event to sponsor various parts of this proposed festival. Some businesses question if this is a town event. The STOMP event is a facility rental where private groups rent town facilities for their use. In addition to rental fees, there are several third-party requirements that event organizers must adhere to. Sometimes, the rentals requested do not fully materialize into events as intended.

Ongoing/Returning Business

1. Business Grants/Programs and Resources

E-News posts are circulated to registered businesses, and links are provided on the municipal website here: [Business E-News - The Town of Petawawa](#)

These e-news posts have been circulated since the last meeting.

- [Business News April Edition 2](#) (April 1, 2025)
- [Business News May Edition 1](#) (May 6, 2025)

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

- i. [Funding: Compensation for Employers of Reservists Program \(CERP\) - Overview - Canada.ca](#) - Provides one-time financial support to civilian employers of reservists and

self-employed reservists, to offset operational costs they incur when reservist employees deploy on full-time operational duty (Chief of Defense staff-directed operation), both domestically and abroad.

- ii. [Ontario Job Creation Partnerships | ontario.ca](#) Employers can apply for funding for projects that give work experience to unemployed Ontarians, help their community and benefit their local economy. The project activities must be distinct and not part of the organization's normal day-to-day operations
- iii. [Sponsor an apprentice - Skilled Trades Ontario](#) Developing the next generation of skilled trades professionals
- iv. [Eastern Ontario Development Fund | ontario.ca](#) Eastern Ontario Development Fund provides support for projects and investments to existing businesses, municipalities, and not-for-profit organizations. FUNDING: Loans up to 15% funding interest-free during the project period. Up to 30% of the loan may be forgiven. Grants are available only for specific circumstances, up to 15% to a maximum. Application deadline May 21, 2025.

2. Petawawa Letter Sign

Christine provided the team with three design options for the letter sign project. Working with Stewart Bailey of Intu, who designed both the Ottawa and the Glebe sign specifications staff will have a final design ready package to RFQ for the Petawawa Letter Sign project. After reviewing the options, discussion, and vote, the letter font of Option C, in a curved format, with a border for each letter, placed on a flat concrete surface to be clad with a rock façade was selected.

3. BR&E Update

Phoenix has completed its contract with the Economic Development Department to conduct the BR&E surveys. We exceeded our goal of 40 surveys, completing 51 total. One of the biggest challenges for Phoenix was the communication with the businesses to set up the interviews. In some cases, Phoenix had to communicate multiple times and reschedule often. The first 40 participants were also provided with a \$100 Petawawa gift card of their choice. This exercise was also a challenge and took up more time due to the lack of response from the businesses or the various restrictions in processing the gift card transactions.

Economic Development staff will now compile the data in preparation of a public meeting to share the results. Those results will help shape an updated Economic Action Strategy.

4. Petawawa Container Market

The Petawawa Container Market opened on May 3rd. More than 200 people attended the market. There are now eight "container stores" at the site for rent. Changing the format a little will see yoga and music at the market throughout the season, instead of for select months. We have added a New to You Thrift program so that residents can come out to the market and be sellers of new, gently used, or upcycled products under specific themes. In addition, we are collaborating with many local organizations to host special activities at the market this season;

like an Entrepreneur for Change market on June 20th from 11 am to 2:30 pm in collaboration with the local schools.

4. Business Connects

Our 2nd Business Connect event was on April 23rd. Participants engaged with Brian Richardson, a delivery partner of the IESO Save on Energy grant program. Following the networking, Brian visited the various businesses and started their energy audits and grant submissions. Brian offers a suite of grant programs for small businesses. If you are looking to upgrade your lighting, your business may qualify for grants up to \$3,000. Reach out to the Economic Development department if you want more information on this program.

5. "In Business" Collaboration with Your TV/Cogeco

The first interview with Dog House Brewery was filmed by **Yourtv Ottawa Valley** as part of a new "In Business" series, highlighting local entrepreneurs, their commitment to Canadian goods, and their role in strengthening our economy. Watch the full interview here: [Petawawa In Business | Dog House Brewing Company](#). Interviews have also been booked with Great Ape Empire and Airborne Petawawa.

In line with this project, residents and visitors to Petawawa are also encouraged to upload their videos, which will then be edited and used in various social media campaigns. The link to upload real, unscripted videos is here: [Submit Files - Dropbox](#)

Information (Business Openings/Milestones/Celebrations)

- Flight Line, a new dart lounge, is expected to open on May 16th
- The Portal, rebranded from The Urban Lounge, is opening new wellness services as part of an event on May 23rd.
- Eva's Café is located within the Ultramar gas station at 2991 Petawawa Blvd.

Events

1. Upcoming Events, Workshops, and Engagements

- Follow the E-Business News pages for upcoming workshops [Business E-News - The Town of Petawawa](#)
- Follow the Town of Petawawa Business Events page [Business - The Town of Petawawa](#)
- Follow the Petawawa Business Facebook Page www.facebook.com/petawawabusineses

2. Petawawa Ramble

We are still seeking sponsors for the new Folk and Spoon event, Ramble Scavenger Hunt, and individual business awards. Businesses are encouraged to sign up to participate in a Pumpkin Folk display to get on the map. The deadline for signing up to be included in the

promotional materials for this business event is August 1st. [Business Harvest Display Details and Registration - The Town of Petawawa](#)

3. Petawawa Showcase

This year, the location of the PBAN booth was ideal. The committee members felt that engagement with participants was good. In general, it is a good outreach opportunity. For next year, we will adjust the schedule, investigate anti fatigue mats, chairs and some branded materials. The videos of the “In Business” or community content should be incorporated.

4. Veteran Business Vendor Expo

Christine reached out to the Petawawa Legion to see if there was a collaboration opportunity. She is waiting to hear back.

Round Table

Murray reported on Council items related to Waste Management, Festival Hall and the Airport. He noted that the development of the In and Out at Norman Street was an approved budget project and is excited to see it happen. Murray noted that a busy time is ahead with lots of events and markets anticipated. Murray also noted that in the grocery industry they are seeing more variety and increase demand for Canadian products.

Christina reported that the large deployment of military members is coming in June. Christina’s team has been busy with new CANSOFCOM families coming to the community, noting the delivery of more than 100 welcome packages. Christina has completed her Olympic lifting course, which will be part of the personal training services in her business. Christina is committed to more active mobility within the community. She has recently purchased a bike from Gearheads.

Jill reported that the 2025 Hell or High Water event was Saturday, May 9th, and so far, 80 participants were registered. The Paddling Film Festival at Dog House Brewing Company kicks off the event on Friday evening. Jill noted that the Hell or High Water event won the OVTA event of the year presented at their recent AGM. Jill reported slower traffic at the retail store due to sort-outs with ongoing deployments. End of the Leash is actively promoting its delivery services to help out those families who have members on deployment.

Bill spoke of The Shed seasonal opening on Friday, May 23rd. He is welcoming back staff and preparing for a busy weekend.

Cindy remarked about the posting season and how busy it has been in the real estate market. She did note that a lack of inventory does make it a seller's market. She sees multiple bids on many homes. She reported that residential sales are 19% up over last year, same time. The average home sale is \$495,000 in Petawawa for April, an increase of 7%. The year-to-date home sale average was \$523,500.

Lyndsay is a local mortgage broker who serves as an underwriter for an Ottawa firm. She has moved back to Petawawa. She has been promoting local businesses by offering gift card

giveaways. So far, she has collaborated with Ottawa Valley Coffee Petawawa and Dog House Brewing Co. She mentioned other collaborations with Gearheads, Fleurish and Airborne Petawawa.

Jamie shared the exciting and well-deserved news that the Petawawa Quality Inn and Suites was awarded the 2025 Hotel of the Year by the Choice Hotel brands. This hotel has been an annual award recipient, winning 8 platinum, 6 gold, 10+ Apex awards, and now two (2) Hotel of the Year awards. Jamie also noted that his hotel was recently featured in two media trade publications. Jamie reported that EV charging stations would be installed at the Hotel in the coming days. This is a new standard for all Choice Hotels to serve their guests. Jamie spoke positively about the collaboration and hosting the delegates from the Leeuwarden event. Jamie also received recognition for his service recovery training program.

Richard also reported a successful event hosted as part of the Leeuwarden ceremonies. Richard spoke of the high volume of bookings at Dog House Brewing, and also shared events like the Trivia Nights and Friday night music. Richard intends to add a patio to the property at some point. Mackie's Food Truck is anticipated to open this week also. Dog House Brewing Company was the recipient of the Sustainability Award at the recent OVTA AGM. Richard also became an OVTA board member.

Adjournment

Moved by Jamie Moody

Seconded by Cindy Sell

The meeting adjourned to the call of the Chair at 11:45 am.

The next meeting will be on June 3, 2025