



Minutes

In-Person Meeting, Town Hall, Petawawa ON June 3, 2025

Present:

Richard McNish, Chair
Murray Rutz, Councillor
Jillian McLellan
Christina Schramm (arrived 9:30 am)
Jamie Moody
William Grandy
Cindy Sell (departed 11:00 am)

Regrets:

Adam Driscoll, Councillor
Lindsay Buszchak
Val Hyska

Also Present:

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

Welcome

Richard McNish called the meeting to order at 9:04 am.

Approval of Agenda

Moved by Murray Rutz
Seconded by Jillian McLellan
That the agenda for the June 3, 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 May 3, 2025, be approved.

Carried

New Business

1. Wayfinding

Christine gave a brief presentation on our current wayfinding system and shared concept designs from Syntax that incorporate the new brand logo.

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 May Edition 2 (May 26, 2025)
- Business News June Edition 1 (June 3, 2025)

2. Petawawa Letter Sign

Christine noted that the letter design was complete, and an RFQ for sign fabrication will be prepared. The site preparation works are anticipated to be part of the Norman Street In and Out tender package. The next steps include outreach to artist organizations regarding the vinyl designs for the letter forms.

3. BR&E Update

Rudy has been compiling the BR&E data into a summary format and is developing a visual presentation to share the results. Following the discussion, a public breakfast has been scheduled for June 26th at Dog House Brewing Company. This will be the third event in the Business Connects series. Staff will move forward with organizing and promoting the event.

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

The second and third interviews in the 'In Business' series, filmed by YourTV Ottawa Valley, have been completed. These segments highlight local entrepreneurs, their commitment to Canadian-made products, and their contributions to strengthening the local economy. Featured businesses include 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, held its Grand Opening on May 23.
- Eva's Café, located within the Ultramar gas station at 2991 Petawawa Blvd., also celebrated its Grand Opening on May 23.
- The Portal, rebranded from The Urban Lounge, launched new wellness services at an event on May 23.
- Great Ape Empire held its Grand Opening on May 31.
- Milano's Pizza Petawawa is rumored to be closing.
- Petawawa Pizzeria is to be under new ownership in early July.
- Petawawa Nail and Spa is opening soon at 3025 Petawawa Blvd., the former mortgage office location.
- Water Depot Petawawa is still anticipating a July opening in the former Full Spectrum space at 1158 Victoria Street.
- First Choice Haircutters at 1011 Victoria Street has closed – lease expired, and remediation work is still incomplete.
- Precise Hair Design has been listed for sale. Lucy has been operating for more than 15 years. She wants to remain in the business, but as she looks to retirement, she wants to transition from ownership.

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/petawawabusinesses

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. Veteran Business Vendor Expo

Christine reached out to the Petawawa Legion to see if there was a collaboration opportunity. Due to the constraints of space, the legion does not feel it can support both a breakfast service and a veteran display. They would prefer that if there were a collaboration, it would only be used for the veteran displays. They also do not allow outside use of their kitchen facilities.

So we are back to hosting the event at the Civic Centre. The option is Saturday, November 1st or Sunday, November 2nd. PBAN members feel we should proceed with Saturday, November 1st. Staff will make the necessary arrangements.

4. Merry and Bright – Holiday Tailgate Christmas Market

Christine informed the group that the Santa Claus parade was scheduled for December 6th and that, therefore, the Holiday Tailgate Christmas Market will be on that evening.

Round Table

Jamie reported that the Quality Inn and Suites has invested in new amenities for its meeting space, which will allow for more capacity. The hotel is challenged with internet and TV service, and most recently, some hiring hurdles. The EV charging stations have been installed for guest use.

Christina noted that her team is actively recruiting a team member; she indicated staff is busy with military postings and leaves, and noted some challenges in the market that houses are for sale but not affordable for many newly posted personnel.

Murray spoke about the Town's preparation for events like Civic Centre Days and Canada Day. He spoke of pending road construction, and encouraged continued efforts to support local shopping, noting that customers are shopping Canadian if they can.

Jill indicated that the business model transition for Watch My Six is temporarily on hold. She reported that retail levels for the End of the Leash remain stable. The Hell or High-Water event raised approximately \$2,000. Jill did indicate that the event has seen a decline in participation numbers. From a spectator standpoint, she also felt that public attendance had waned. The organizing committee will have to evaluate the path forward.

Bill reported that The Shed had a successful opening with record opening day sales. He is going to shut down the last week in July, to attend Grand Banks Day events in NFLD. July with military leave is typically slower, and with added deployment, it seemed like the year to try a business-wide holiday closure.

Richard indicated that Dog House Brewing Company has seen steady growth, month over month. Attendance is hit and miss, depending on the day and week. One Tuesday will be slow, and the next a full house. They are trying to establish a baseline and have been working with other businesses and organizations to host events and activities. Richard spoke on the need for municipalities to do more in terms of supporting and shopping locally themselves. He cited an incident where a business was a sponsor of an event, but then the event organizer did not offer

that business's product for sale and instead had a competitor's product. Businesses must review the sponsorship value and make sure they receive all the value promised for the sponsorship.

Adjournment

Moved by Murray Rutz

Seconded by Bill Grandy

The meeting adjourned to the call of the Chair at 11:27 am.

The next meeting will be in August 2025.