



## Minutes

### **In-Person Meeting, Quality Inn and Suites, Petawawa ON August 12, 2025**

#### **Present:**

Murray Rutz, Councillor  
Jillian McLellan  
Jamie Moody  
William Grandy  
Lindsay Buszchak  
Val Hyska (Val departed at 10:37)

#### **Regrets:**

Adam Driscoll, Councillor  
Richard McNish, Chair  
Cindy Sell  
Christina Schramm

#### **Also Present:**

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

## Welcome

Jamie Moody agreed to Chair the meeting and called the meeting to order at 9:03 am.

## Approval of Agenda

Moved by Murray Rutz  
Seconded by Val Hyska  
That the agenda for the August 12, 2025, meeting of PBAN be approved.

#### **Carried**

## Disclosure of Pecuniary Interest

There were no disclosures of pecuniary interest.

## Approval of Minutes

Moved by Jillian McLellan

Seconded by William Grandy

That the minutes of June 3, 2025, be approved.

**Carried**

## New Business

No new business was discussed at this meeting.

## 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)
- Business News June Edition 2 (June 17, 2025)
- Business News July Edition 1 (July 3, 2025)
- Petawawa Ramble (July 7, 2025)
- Business News July Edition 2 (July 15, 2025)
- Business News August Edition 1 (July 31, 2025)

The Province of Ontario has announced new funding to help businesses implement online and digital systems. A \$5,000 retail modernization grant can help small businesses implement digital technologies like online payment systems, inventory management software, customer relationship management tools, digital marketing, cybersecurity solutions and artificial intelligence. Businesses can also receive up to \$15,000 to develop a Digital Modernization & Adoption Plan and up to \$100,000 to implement this plan. To learn more please visit [Ontario Investing \\$7.5 Million to Help Businesses Go Digital | Ontario Newsroom](#)

## 2. Wayfinding and Community Art

Christine shared a staff-generated presentation on the work evolution for the development of Wayfinding design concepts. The presentation included the idea of using the tree in the logo in a future Community Art project. PBAN members liked the designs and direction.

Christine reported that Council had seen and approved the suite of Wayfinding concepts and had also given permission to staff to begin removing the four-sided kiosks at seven select locations. Val asked if the RCATV Club might reuse these kiosks. Christine indicated that she would explore this.

Staff will continue advancing the Wayfinding program now that the design suite is approved. Council did support the submission of a grant application to support the eligible costs of this project. Staff will be planning implementation subject to a combination of grant funding, Municipal Accommodation Tax (MAT) revenues, and regular operational budgets.

## 2. Petawawa Letter Sign

The Petawawa Letter Sign project was issued for RFQ and subsequently closed on July 29th. Staff have reviewed the submissions. The project is within the approved budget. The project will proceed, but is tied to the development of the In and Out at Norman Street. A public information session is planned for September 4<sup>th</sup> at the Comfort Station from 6:30 pm to 8 pm.

## 3. BR&E Update

The BR&E presentation went well on June 26<sup>th</sup>. The combined Business Connect breakfast saw 46 attendees. Following the BR&E presentation, staff responded to questions and provided attendees with a survey to gather additional information. A total of 32 surveys were completed. The BR&E presentation and staff summary report will go to the next Council-in-Committee meeting for endorsement.

Val expressed surprise at the sponsorship participation results. More effort is needed to demonstrate the value of event sponsorship and ensure business sponsors see a return on their investment. PBAN would like to see Town-led events, under the Recreation, Culture and Tourism portfolio, provide this value proposition to business sponsors.

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

The remaining 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 in June were The Portal and The Country Cupboard, and in July, they filmed Mount Molson. Mount Molson has not aired yet.

In line with this project, Petawawa residents and visitors are 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)

- Bar Burritos, located at 10 Canadian Forces Drive, hosted its Grand Opening on August 6<sup>th</sup>.
- Milano's Pizza Petawawa closed, and the owner has the property listed for sale.
- Petawawa Pizzeria is to be under new ownership; Kieran Patel is the new owner.
- Beauty Nail and Spa is opening soon at 3025 Petawawa Blvd., the former mortgage office location.
- Water Depot Petawawa opened at 1158 Victoria St. Grand opening event is pending.
- Dog House Brewing Company Ltd. is hosting its Grand opening at 3067 Petawawa Blvd. on August 23<sup>rd</sup>.

## 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](http://www.facebook.com/petawawabusinesses)

### 2. Petawawa Ramble

Rudy provided a sample of the "Fall for Petawawa" shopping guide. This expanded seasonal guide offers extended use and marketing opportunities that businesses indicated they were seeking. The publication is almost ready to print and is anticipated to be available in businesses the first week of September. [Business Harvest Display Details and Registration - The Town of Petawawa](#)

## Round Table

Val thanked the team for the support on the Petawawa Ramble and noted she was happy with the business engagement and communications.

Bill reported that he is halfway through his season. He had equipment issues and thanked Murray Rutz for his support and resources to resolve them. Bill said that sales are up despite the deployment, as more families staying in the community are supporting his business. He noted a decrease in tourism traffic to date at the business.

Lindsay successfully obtained her level 2 mortgage agent designation. She spoke about marketing and engagement strategies that would help promote her business.

Jill noted they are rolling through the deployment and a slower summer season. She noted that the pet industry is expected to see 20% of smaller businesses close in the coming year. Jill is already planning for Hell or High Water 2026. Watch my Six will look to reduce its training program and return the focus to supporting pet training for vets. Jill noted that the Extreme Salom for the Water and Dirt was cancelled due to a conflicting private event the same weekend that competed for the same participants. She is working with event organizers to resolve this issue for Water and Dirt 2026.

Jamie reported that the hotel was experiencing tremendous volumes and exceeding occupancy. He reported that two EV charging stations were installed at the property, and likely more will be needed to meet the demand. A marketing influencer, hired by Choice Hotels, will be coming to do a segment on the hotel in September. Jamie is hoping to get her to capture more of the community when she is here. Jamie reported that the hotel owner is looking at development opportunities in Petawawa again.

Murray indicated that Council supported the new Wayfinding design concepts and are excited to see them at locations in the community. Murray noted that a new way scale was being installed at the Ottawa Valley Waste Recovery Centre. He shared that Festival Hall is promoting Fall and Christmas programs and that they are looking to upgrade the stage lighting. Murray reported that the wholesale business is thriving, and business is brisk. He also indicated that he was pleased to see so much construction starting.

## Adjournment

Moved by Murray Rutz

Seconded by Bill Grandy

The meeting adjourned to the call of the Chair at 11:24 am.

The next meeting will be in September 2025.