



Minutes

**In Person Meeting, Town Hall, Petawawa ON
March 4, 2025**

Present:

Richard McNish, Chair
Murray Rutz, Councillor
Cindy Sell
Jamie Moody
Jill McLellan

Regrets:

Adam Driscoll, Councillor
Val Hyska
William Grandy
Christina Schramm
Christine Mitchell, Manager of Economic Development

Also Present:

Rudy Kadlec, Economic Development Coordinator

Welcome

Meeting called to order at 9:05 am

Approval of the Agenda

Moved by: Jamie Moody

Seconded by: Murray Rutz

That the agenda for the March 4th, 2025, meeting of PBAN be approved.

Carried

Disclosure of Pecuniary Interests

There were no disclosures of pecuniary interest.

Presentation

There were no presentations.

Approval of Minutes (February 4, 2025)

Moved by: Jill McLellan

Seconded by: Jamie Moody

Carried

New Business

1. County of Renfrew Think Local Campaign

The County of Renfrew has launched a new Think Local campaign considering the potential U.S. tariffs. A recent county-wide economic development meeting was held to discuss the impacts across the region, highlighting the impact of tariffs on local businesses. The County has begun a campaign and resource page that they will continue to update with information. Details can be found here: [Think - Business Resources - County of Renfrew](#)

2. Retail Business Holiday Act

Rudy communicated that Council had reviewed the Retail Business Holiday Act. This was work identified in the Corporate Strategic Plan to review and modernize processes and dated bylaws. The referenced by-law was outdated and did not consider amendments available to municipalities. Staff provided Council with case studies to support naming one holiday day, Christmas Day, and declaring themselves exempt from the Retail Business Holiday Act. Council passed the necessary new bylaws on March 3rd.

PBAN members indicated that employees might not be protected and forced to work on these holidays. The Employment Standards Act protects employees' rights and determines levels of wage compensation should they work on a holiday. Ultimately, the decision to operate on a holiday lies with the business in consideration of their capacity to do so.

This is an example of the municipality getting itself out of managing and administering downloaded legislation or imposing greater limitations than those of the province or Federal.

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 February 2025 Edition 2](#)

- [Business News February 2025 Edition 1](#)
- [Business Connects Networking Invitation](#)

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

- i. [Eastern Ontario Development Fund](#): Applications open March 19th and close May 21st, 2025. Business funding up to 15% of eligible costs up to a maximum of \$5,000,000. Businesses must have 3-years of operation/financial statements, employ 5 people (rural Ontario), invest \$200,000 into the project (rural Ontario), create at least 5 new jobs and be located or plan to locate in Eastern Ontario.
- ii. [Visa She's Next Grant Program](#): Applications opened March 3rd and close March 16th, 2025. Grants of \$10,000 are available along with access to mentorship programs through YSpace and York University.
- iii. [RBC Women of Influence](#): Nominations close on March 21st, 2025, with the following categories available; One's to Watch Award, Micro-Business Award, Start-Up Award, RBC Momentum Award, Social Change Award: Regional Impact, Social Change Award: National Impact, Innovation Award, Excellence Award.

2. BR&E Update

Rudy provided an update on the BR+E activities. So far, 21 interviews with the business community have been completed, representing eight (8) different industries. A preliminary review shows that employee attraction and retention remain a challenge across sectors. Childcare services for employees, high rents, utilities, and general lack of commercial space are other challenges. This year, snow removal contracts and associated expenses were top of mind.

3. Logo/Branding Update

Rudy noted that while staff attended Council on February 24th, 2025, with the branding logo options, the decision to select a preferred logo was tabled until all Council members were present.

Members of PBAN liked the green/beige colours of the new logo. There was a suggestion to retain the maroon colour to assist with the transition to the new logo and colour scheme throughout the community. The telling of the logo story is important, and a firm timeline for implementation should be considered. Councillor Rutz spoke about the town's decision to streamline vehicle purchasing, in line with the County of Renfrew which is aimed at reducing overall expenses.

Information (Business Openings/Milestones/Celebrations)

- Dog House Brewing Company held a soft opening at their new location at 3067 Petawawa Blvd. A grand opening event and ribbon-cutting ceremony will be held in the summer.

- Valley Creations has closed at 1162 Victoria St.
- The Flying Dutchman Barber Company Ltd. is anticipated to open May 1, 2025 at 1162 Victoria St.
- 1158 Victoria St. is listed available for rent. Occupied by Full Spectrum Gear, this 1,811 sq. ft. space can be divided or used as is. Full Spectrum Gear is anticipated to close by summer.
- Beyond Nutrition is celebrating its 25th business anniversary in April 2025.
- Sunsation Tanning Studio has new owners.

Events

- Petawawa Development Summit – March 4th, 2025

The Town of Petawawa staff collaboratively hosted a Development Summit. The event was an opportunity to bring together stakeholders such as CNL, Garrison Petawawa and local developers with municipal staff to hear about the work of the departments, the results of the housing needs assessment, and to facilitate meaningful discussions with participants on key points. A member comment suggested that the lack of transit impacted the funding opportunities for developers. Staff could not verify this statement.

- Business Connect Networking Series – March 7th, 2025

The Town of Petawawa is hosting a series of business networking events in 2025, starting with one on March 7th for International Women's Day.

- Pembroke Job Fair – March 17th, 2025

Algonquin College Community Employment Services is hosting a job fair on March 17th at the Pembroke Campus.

- Starter Company Plus information sessions – April 1st and 3rd, 2025

Enterprise Renfrew County launches the starter company plus program with two information sessions.

- Ottawa Valley Business Summit – April 11th, 2025

The Chamber of Commerce is hosting the 2nd annual Ottawa Valley Business Summit on April 11th, 2025. Tickets are currently available for \$60 (member rate) or \$75 non-member rate. Businesses that would like to contribute materials such as branded merchandise, brochures or coupons can guest gift bags can also reach out to the Chamber of Commerce. There's no cost to contribute the materials, but businesses/organizations should have enough for approximately 100 bags.

- Petawawa Showcase – April 25-27, 2025

The Petawawa Showcase returns to the Civic Centre. Registration for vendors is currently open. PBAN members asked for a sign up sheet to be brought to the next meeting.

- OVTA AGM and Tourism Awards – April 29, 2025

The Ottawa Valley Tourist Association (OVTA) AGM and Tourism awards will be hosted on April 29th at the Neat Café in Burnstown.

- Petawawa Ramble – October 16 to 19, 2025

Staff have started to do outreach for sponsorships for the 2025 Petawawa Ramble. Mike's Hardware Doors and So Much More has committed to being the Title Sponsor in 2025. The Quality Inn & Suites has agreed to sponsor Farm to Trail, and an application has been submitted to CNL to sponsor the Children's Harvest Activities. Mount Molson Dairy Bar has agreed to sponsor the Harvest Portrait Walk, and Cindy Sell will sponsor the Residential Harvest Display contest.

The Folk to Spoon event will replace the town-led Pints & Gourds event. Municipal staff have seen the event hit its pinnacle in its current format. Looking to diversify the Petawawa Ramble with more family activities on Friday, a music dessert event that follows the Coffeehouse activities seemed logical. With a local brewery open that can now host a Pints and Gourds-like event, we are hopeful that a new collaboration with this business will occur.

Member Input

Jamie reported that February was a busy month for the hotel, in part, due to the increase in snowmobile traffic. They also were the number 1 rated hotel in occupancy and all metrics. The hotel is looking to purchase a residential unit and convert it to housing units that would be exclusively used for staff members. Jamie indicated that meetings are planned between the Town of Petawawa and the City of Pembroke regarding the implementation of the Municipal Accommodation Tax. Jamie noted a delegation from the Netherlands that will be visiting Petawawa in April and staying at the hotel.

Councillor Rutz has been elected as vice-chair for the Pembroke and Area Airport. Murray reported that Council recently held a public budget meeting. He noted public comments were received regarding the speed limit change on Petawawa Boulevard and the implementation of speed traffic cameras in the newly designated community safety zone by Pine View school.

Jill indicated that January was a slow month for End of the Leash. Watch My 6 Service Dogs is still operating with obedience classes soon to be posted. Hell or High Water will be hosting their after party at Dog House Brewing Company. Jill noted that the annual August block party is being planned.

Cindy indicated that Re/Max has unveiled a new logo. Cindy reported from MLS data, year to date, residential sales in Petawawa total 19 at an average sale price of \$488,911 with 42 days on the market.

Richard reported that the soft opening event sold out with Madameek as the food service. Richard indicated that some site works remain outstanding, but they are anticipated to be fully operational after a short vacation. Dog House Brewing Company Ltd accepts bookings for functions, birthday parties, and other events. Food service will be available from Mackie's food truck, which will be operational on the property. Richard also has plans to partner with Valley Eats to bring in a kiosk where customers can order food from any local restaurant and have it delivered to their table.

Adjournment

The meeting was adjourned at 11:24a.m.

Moved by: Cindy Sell

Seconded by: Jamie Moody

Carried