



Minutes

In-Person Meeting, Town Hall, Petawawa ON June 4th, 2024

Present:

Richard McNish, Chair
Adam Driscoll, Councillor
Jillian McLellan
Jamie Moody
Christina Schramm
Zoe Nolan
William Grandy
Theresa Sabourin
Karen Donovan
Gerald Hoffman
Val Hyska

Regrets:

Murray Rutz, Councillor
Cindy Sell

Also Present:

Karen Donovan Councillor
Theresa Sabourin, Councillor
Christine Mitchell, Manager of Economic Development
Rudy Kadlec, Economic Development Coordinator
Ellen Wong, EDI Committee,
Sheila Clarke, Accessibility Committee

Welcome and Introductions

Chair Richard McNish called the meeting to order at 9:01 am.

Approval of Agenda

With the addition of BR&E update.

Moved by Jill McLellan

Seconded by Christina Schramm

That the agenda for the June 4, 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 May 7, 2024, be approved.

Carried

Presentations

EDI Committee

Councillor Sabourin updated PBAN on recent activities of the Equity, Diversity, and Inclusion (EDI) Committee. The EDI committee is looking to increase its engagement and has launched a logo contest. PBAN members were able to review the draft designs. The business community will be asked if they want to place stickers at their storefronts in support of the EDI's welcoming place campaign. The EDI committee would provide business owners with an information sheet on what having the sticker means and how to speak with customers about it. A discussion occurred on the appropriate sticker size. Ellen Wong, an EDI member, indicated they were hoping to launch the program in September. The EDI committee is still looking for an Indigenous representative and any interested eligible applicants may apply by visiting the Town's website.

Accessibility Committee

Sheila Clarke updated PBAN on the recent activities of the Accessibility Committee. There was discussion surrounding the Treat Accessible event to remove barriers for children to trick or treat for Halloween. The inaugural year of the event, 2022, saw 32 homes sign up. In 2023 there were 37 homes participating, covering 21 different streets. In 2024, businesses will be asked for their participation in the program. Signs and marketing materials will be available from the Town Hall.

Clarke also provided an update on the Sensory Santa event that gave children an opportunity to meet Santa in a safe and quiet space. The committee is looking to expand this engagement to two days and is seeking businesses who may wish to sponsor the event.

Ongoing Business

1. Business General

E-News posts were circulated to registered businesses on May 15th, 2024. The link was posted to the PBAN social media pages and is available here: [Business E-News - The Town of Petawawa](#). The Town's Economic Development Department is now striving to send two newsletters per month, to provide more timely information to businesses.

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

- 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. It was noted that applicants will require 5 full-time employees to be eligible.
- II. **The EnAbling Change Program** provides grants of between \$5,000 and \$150,000 to not-for-profit organizations to educate their stakeholders about accessibility. More information is available at [EnAbling Change Program | ontario.ca](#). Applications close June 27, 2024, at 5:00 pm EST.
- III. **Ontario Trillium Foundation Seed Grant** funding is offering \$10,000 to \$100,000 available for eligible projects. Learn more at [Seed Grant | Ontario Trillium Foundation \(otf.ca\)](#). The application period is open now until June 26th, 2024. Eligible applicants include non-profit organizations, indigenous communities, municipalities, libraries or local service boards with a population under 20,000, collaborative and religious entities.
- IV. **Ontario Funding Opportunities:** [Available funding opportunities from the Ontario Government | ontario.ca](#)
- V. **Renfrew County Community Futures Development Corporation:** Funding program information: [Financing / Funding - RCCFDC — Renfrew Country Community Futures Development Corp](#)
- VI. **Community Improvement Plan (CIP):** The Economic Development department has received approval for three CIP projects, another three are waiting for approval with three additional applicants interested in a total of nine projects. This would be the highest number to date. 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](#). A CIP review will occur in 2025 after the pilot project term.
- VII. **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. **It's OK to self-nominate!** [Celebrate Business Success \(awardify.io\)](#)

Returning Business

1. First Impressions Community Exchange Program

In June, Tuesdays to Saturdays secret shoppers will be visiting Petawawa and we will be sending representatives to our partner community North Grenville. This is part of the OMAFRA First Impressions Community Exchange (FICE) Program. Once the visits are complete the data will be compiled with results brought forward to PBAN and Council. The program's objective is to provide insight into key categories, that recognize each community's strengths and note any challenges or opportunities so that municipalities may make improvements to the visitor experience.

2. Petawawa Container Market

Yoga participation is at an all-time high with upwards of 50 people at some sessions. Due to a lack of adoptable vaccinated puppies, more rescue kittens have been brought in for yoga. Yoga with Beyond the Mat Yoga and Fitness is held at the Market on Friday nights in May and June from 5:30 pm to 6:30 pm. It is free to attend. The new 7x7 containers have been popular and almost fully booked for the season. Vendors are participating from as far away as Calabogie and Arnprior. A collaboration with the Local Immigration Partnership will see a Newcomer market hosted on June 22nd. Music at the Market is scheduled for July and August.

3. Business Retention & Expansion (BR&E)

Staff have started reviewing questionnaires and getting information in place for the first quarter of 2025. Staff received notification on June 3rd, 2024, of the successful RED application supporting eligible funding of \$6,850 towards this project.

Correspondence

No correspondence

Information (Business Openings/Milestones/Celebrations)

- Law and Orders located at 1049 Victoria Street held its Grand Opening on June 3rd
- Airborne Petawawa will hold its Grand Opening on June 14th at 10 am
- Food Basics is on schedule to obtain occupancy by mid-June
- Gearheads, under new ownership, will be relocating to 3133 Petawawa Blvd. on July 1st.
- Taco Bell, locating to 3025 Petawawa Blvd. is anticipating a mid-August opening
- EyeCon Ltd. has taken over Mitchell's Optical at 3460 Petawawa Blvd. but will be moving to a new location at 3025 Petawawa Blvd. in September. They are taking one of the two spaces currently occupied by Petawawa Employment Service.
- Ottawa Valley Coffee Petawawa Market will be located at 10 Canadian Forces Drive Unit 5. An AGCO licencing request is in circulation.
- Pizza Pizza Petawawa at 1011 Victoria Street is under new ownership and has also been supported in the request for AGCO licencing.

- VC Athletic Therapy Health Collective has moved to 14 Canadian Forces Drive Unit 1 – Grand Opening event TBD.
- Ottawa Valley Vision will continue to develop its business space for a proposed summer occupancy at 14 Canadian Forces Drive Unit 2.
- The Petawawa Animal Hospital is undergoing development within the Industrial Park. The start of this project is anticipated this summer.
- The former VIMCO steel property is undergoing development with a small rental contractor yard shop availability. This project should soon be complete and available for rent.
- The owner of 98 Industrial Ave has the warehouse building listed for lease.

Events

1. Upcoming Events, Workshops and Opportunities

- June 4: **Marketing Channels** webinar 10:30 – 11:30 am hosted by Enterprise Renfrew County. [Master Marketing Series \(typeform.com\)](https://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 \(typeform.com\)](https://typeform.com)
- June 12: **Cultural Orientations** virtual workshop with Local Immigration Partnership. 1-3 p.m. [Meeting Registration - Zoom](#)
- Civic Centre Days June 13 – 16th
- 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](#)
- June 22 – Newcomer Market and Cricket match with LIP
- September 28: **Business Excellence Awards Gala** hosted by the UOVCC [2024 UOVCC Business Excellence Awards Gala \(upperottawavalleychamber.com\)](https://upperottawavalleychamber.com)

Round Table

Gerald mentioned the landscape depot at 49 Portage Road is open for the season.

Bill noted that The Shed opened for the season on May 24th. He will maintain his four-day operational schedule each week. Two partnerships with local businesses are in the works including one with Airborne Petawawa for a “post jump poutine” and another with Troyes Cinemas for dinner and a date.

Jamie reported that the General Manager position at the TownePlace Suites Petawawa is currently vacant following the departure of Christopher Austin. A recent guest satisfaction survey has Quality Inn and Suites ranked 2nd nationally out of more than 330 Choice hotels for room cleanliness and number six overall for staff service.

Feedback received from recent out-of-town guests at the hotel indicated the community had a nice small-town friendly vibe. Jamie used words like quaint, charming, and a very boutique community. This remark led to a discussion on corporate big box stores versus entrepreneurial small local businesses. There are strategic and economic benefits for both within a community.

Val mentioned that Hyska's Independent Grocer is proud to be part of Civic Centre Days and is gearing up for the Happy Gilmore event with Roanoke Golf. Val noted that the employment needs of the new Food Basics will create a change in the labour market that will hopefully resolve positively for the community.

Jill reported an increase in requests for therapy dogs to support mental health and senior programs. Hell or High Water was able to financially support two charities following the successful 2024 event. Jill noted, that due to the low water levels, on the Petawawa River, the events for the Water and Dirt Festival are at risk of being cancelled.

Adam commented that he was pleased to see the dedication and creativity of the business advisory committee.

Zoe says Mount Molson Dairy Bar has had a busy start to the season seeing many school classes drop by. They collaborated on an event with Renfrew Resale and will host a launch on June 15th. This launch features a new collaboration with Dog House Brewing.

Christina mentioned that her budget for Q1 is 60% of last year's budget. Noting that reductions are impacting program deliverables. Regarding CrossFit, members are participating in more morning workouts due to the heat in the evenings.

Richard reported that Dog House Brewing was preparing for a busy season of craft beer festivals and events. He provided an update on the changes to the way beer will be sold in Ontario. The phased expansion and rollout will begin this summer and will include the following milestones:

- On August 1, 2024, up to 450 grocery stores that are currently licensed to sell beer, cider, or wine will also be able to sell ready-to-drink beverages. These grocery stores will also be able to start offering consumers large-pack sizes like the 30-pack, popular in Quebec.
- After September 5, 2024, all eligible convenience stores will be able to sell beer, cider, wine, and ready-to-drink alcoholic beverages.
- After October 31, 2024, all eligible grocery and big-box stores will be able to sell beer, cider, wine, and ready-to-drink beverages, including in large pack sizes.

Richard noted all retailers will be mandated to shelf 20% local Ontario beer, cider, or wine and ready to drink beverages with a review of the taxation for alcohol in Ontario expected in the 2025 provincial budget. Val indicated that Your Independent Grocer has been exploring alcohol sales.

Adjournment

The meeting adjourned to the call of the Chair at 10:38 am. The next meeting will be July 2nd, 2024.