



## Minutes

### **In Person Meeting, Petawawa ON September 7, 2021**

#### **Present:**

Cindy Sell  
Theresa Sabourin (departed 11:09)  
William Grandy  
Val Hyska  
Laura Hanek  
Christina McFadden  
Richard McNish  
Claude Tessier

#### **Regrets:**

Portia Hoffman Strang

#### **Also Present:**

Christine Mitchell  
Alison Morris

## Welcome and Introductions

Val Hyska, Chair, called the meeting to order at 9:15 am.

## Approval of Agenda

Moved by Cindy Sell  
Seconded by Richard McNish  
That the agenda for the September 7, 2021 meeting of PBAN be approved as circulated.

#### **Carried**

## Disclosure of Pecuniary Interest

There were no disclosures of pecuniary interest.

## Approval of Minutes

Moved by Cindy Sell

Seconded by William Grandy

That the minutes of July 6, 2021, be approved.

**Carried**

## Presentation

Alison Morris an Occupational Therapist and member of the municipal Accessibility Advisory Committee discussed with PBAN members a community wide business approach to addressing and easing PTSD triggers for in store shoppers. Alison discussed common areas where businesses could help alleviate undue anxiety. Post clear exits and offering customers alternative forms of service as well as considering lighting and noise level adjustments were all mentioned. As part of the discussions both Christina and Claude indicated that Alison should connect with representatives of the Operational Stress Injury Support Service (OSISS) on the Garrison. Suggestions of speaking with fire, paramedic and children services were also voiced. Alison will conduct some further outreach and network and then bring back to the committee a more defined actionable proposal.

## Old Business

### 1. Business Grants and Programs

Christine reported that e-news documents were created and circulated on August 3<sup>rd</sup> and 23<sup>rd</sup>.

- **Rural Economic Development (RED):** The RED funding program has opened and will be accepting applications until October 1<sup>st</sup>. All the details on the funding program can be found on the [Ontario website](#).
- **Main Street Digital Service Squad 3.0:** The government has extended funding for the [Digital Main Street Program](#). The town, now eligible to make an application, was successful in securing some funds and has engaged a part time digital squad member who will start working with businesses once her training is complete.
- **The Canada Community Revitalization Fund:** An application was made to this fund just prior to the call of federal election. Processing applications are now on hold.
- **Virtual Business Advisory Program:** Supported through Enterprise Renfrew County, this advisory program, which offered up to three hours of professional services is reaching the end of its funding cap. Deadline to participate is September 15<sup>th</sup>.
- **Starter Company Plus:** Offered through Enterprise Renfrew County, Starter Company Plus, is accepting new entrepreneurs into their fall program. Deadline to apply is September 19<sup>th</sup>.

## 2. Community Improvement Plan (CIP)

Christine reported that two virtual Public Municipal Workshops were conducted on August 31. Comments from those sessions have been reviewed and adjustments made to the final draft CIP which will be part of a public open house on October 4<sup>th</sup>. Information about the CIP results after each outcome is available on the municipal website on the [Community Improvement Plan \(CIP\) - The Town of Petawawa](#) page.

## 3. Staycation Petawawa Program

The Staycation Program was a successful initiative that provide two separate weekend packages to two local winners who redeemed their packages in August. We thank all the businesses who participated in this program and contributed to the winners packages.

## 4. Chamber of Commerce Rapid Antigen Screening Kit Program

The Upper Ottawa Valley Chamber, the Arnprior and Renfrew Chambers continue to provide Rapid Antigen Screening program kits for local businesses. The UOVCC reported that with the anticipation of a fourth wave, some additional businesses have opted into the program. If your business wishes to use this service contact one of the local area chambers.

## 5. Petawawa Seasonal Pop Up Container Market

The Petawawa Container Market has been operating since Father's Day weekend. There are a number of opportunities for participants and thus far the program has been successful in supporting artists, artisans, makers and small businesses to be able to showcase and sell their products and services. Communications and marketing efforts are ongoing. A vast amount of one on one connections has been required to support this new retail opportunity and program. Prepared food vendors are popular with many vendors suggesting that food trucks on site would draw additional traffic to the area. Attempts to get food vendors have been hampered by the pandemic, lack of staff and therefore lack of available moveable food trucks seeking opportunities. This will need to be part of the diverse market experience moving forward. Adjustments will also be made to the overall concept based on feedback from the vendors and the visiting public.

## 6. County of Renfrew (County Road 51) Rehabilitation

A review of engagements with County and municipal staff occurred regarding the County Road 51 rehabilitation project. The project is now complete but improved communications and planning could have prevented some of the challenges this project caused local businesses and the general public. It seemed as though excessive delays and poor planning significantly increased the project length. It was expressed that the Town should have exerted more control over the project even though the road and project are County responsibility. A discussion about developing a communication expectation or protocol for future road works was proposed. Theresa indicated that she would be discussing these concerns with Council. Val tasked members of the committee with bringing forward

examples of a communication protocol that can be reviewed and brought forward to the Town.

## New Business

No new business was addressed.

## Correspondence

No correspondence was received.

## Information (Business Openings/Milestones/Celebrations)

- McDougall Insurance & Financial had their grand opening on July 14th.
- Kushys had their grand opening on July 17th.
- Dog House Brewery Company had their grand opening on August 14<sup>th</sup>
- End of the Leash Pet Boutique and Prairie and Luna Cannabis Co had their grand opening on August 28<sup>th</sup>.
- Home Front Dental is anticipating having their grand opening, almost a year from opening, on September 17<sup>th</sup>.
- Mount Molson Dairy Bar is operating and planning to do so into October. A grand opening has been delayed as they wait for Fred Molson to be able to attend.
- KFC Petawawa has closed after 20 years. A new unfranchised business is anticipated to begin operations at that site in the coming weeks.
- A new business will be locating in the newly built Re/Max building in early 2022.
- A new tattoo shop is locating in the space vacated by Bombshells Tattoo
- The Town is seeking to hire a Building Official, for the interim RSM is providing these services. Randy Mohns has come out of retirement as our temporary building inspector.

## Events

- The launch event for the Petawawa Ramble was held on September 2<sup>nd</sup>.
- Community Conversation on Equitable Economic Recovery webinar is scheduled for September 14<sup>th</sup> from 1-2:30 pm.
- September 17 - 19<sup>th</sup> the Town is hosting A September to Remember craft beer musical event will occur along with additional activities for the entire family, sponsored by local businesses.
- October 14-17<sup>th</sup> the Petawawa Ramble and Pumpkin Folks festival will return for its third year. Businesses have until September 10<sup>th</sup> to register their participation to be featured on the map and be eligible for the Business Display contest. Residents have until September 24<sup>th</sup> to sign up for the Residential Harvest Display contest and win great prizes.
- A new feature in the Community Guide is a Learn from the Experts program where local businesses can offer or promote workshops. The Town will promote and administer the registration of the programs and the businesses will conduct the workshops and earn

the fees, they set for participants of their workshops. This is a great opportunity for collaboration and outreach. We will be seeking partnerships for both the fall/winter and spring/summer guide timelines.

- Sounds of Business will be back in 2022. This program allows the public to experience your business and the local businesses service we bring to your business for these exclusive after hours events. The following are the event dates for 2022. January 28<sup>th</sup> Looking Glass Toys and Games, February 18<sup>th</sup> End of the Leash Pet Boutique, March 25<sup>th</sup> Peak Hot Yoga, April 15<sup>th</sup> Pembroke Mitsubishi, May 27<sup>th</sup> Hyska's YIG.

## Round Table

Christina reported that there are fewer clients and more businesses seeking employees than ever, but also noted that Petawawa had more people actively looking for work than anywhere else in the County. PMFRC Employment Services continues to meet with clients one on one and will be hosting a virtual job fair on October 6<sup>th</sup>.

Laura reported that many of her current client projects were on hold due to the federal election.

Claude reported that @400 military releases will have been processed by end of December 2021. Transition Advisors are working with as many releases as possible to find them employment. SCAN seminars will run in the fall again through a virtual format. They hope to bring back in-person sessions for the spring sessions. Claude could not speak specifically of deployments but did confirm that troop supports to Latvia and the Ukraine continue and that planning for training in Wainwright in the spring is being reviewed.

Cindy reported that August homes sales in Petawawa decreased roughly 20%. Homes are selling within 11 days of listing in Petawawa, multiple offer situations, with not enough product to meet demand. Many buyers are out of region. The average home sales for Petawawa increased 29% over same period last year with a typical home selling for \$413, 715. Lack of rental stock continue to be an issue throughout the area.

Richard reported that his business is expanding and that they have purchased and installed additional brew systems to meet capacity. Richard noted that the grand opening event was a great success. Richard did also discuss the development of a public awareness Be Kind campaign to help support local businesses and employees. Some businesses are struggling to have enough staff to support operations and the public is sometimes taking it out on the staff available. Businesses are reducing hours and services in response.

William indicated that he is having to reduce his operations in order to make it to the end of the season. He will be closed Wednesdays and Thursday and only open the weekends until closing at the end of the Petawawa Ramble on October 17<sup>th</sup>. Bill has implemented a bell to recognize good service an idea he credits to Val and her program to recognize employees. Bill is also one of the volunteers on the Winter Games 2022 and reported that a provincial decision on the games proceeding would be finalized on September 19<sup>th</sup>.

Val echoed the tough staff situation but cited that the job fair they held did indicate that a number of students were willing and ready to work. They have adjusted some of the scheduling and operations to evening processes in order to best utilize the students when they are available to work. Val also reported that Loblaws would be filming the Christmas edition of the PC insiders report at her store the day following the Petawawa Ramble. Val said it would be Christmas inside and harvest theme for the Petawawa Ramble outside the store.

## Adjournment

The meeting adjourned to the call of the Chair at 11:25 am.