



## Minutes

### **In Person Meeting, Petawawa ON November 2, 2021**

#### **Present:**

Cindy Sell  
Theresa Sabourin  
William Grandy  
Val Hyska  
Portia Hoffman Strang  
Christina McFadden  
Richard McNish  
Claude Tessier

#### **Regrets:**

Laura Hanek

#### **Also Present:**

Christine Mitchell

## Welcome and Introductions

Val Hyska, Chair, called the meeting to order at 9:00 am.

## Approval of Agenda

Moved by Cindy Sell  
Seconded by Claude Tessier  
That the agenda for the November 2, 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 William Grandy

Seconded by Richard McNish  
That the minutes of September 7, 2021, be approved.  
**Carried**

## Old Business

### 1. Business Grants/Programs and Resources

Christine reported that e-news documents were created and circulated on September 23<sup>rd</sup> and October 26<sup>th</sup>.

- **OHTO Skills Development:** The [OHTO Skills Development fund](#) can support tourism businesses with up to \$2,500 of financial support for projects in following categories, Digital Skillset and E-Commerce, Business Development Support, Customer Service and Recruitment & Retention. The funding must be used by March 31, 2022 and applications are accepted until funding is depleted.
- **My Main Street:** This new federal program, [My Main Street](#), has two streams of funding options, the [Local Business Accelerator](#) and the [Community Activator](#). The latter fund closes round one intake on November 1<sup>st</sup> and will re-open a second round in December.
- **The Tourism Recovery Fund:** This fund is open to tourism businesses in the Accommodation sector, Attractions and Transportation Providers. Restaurants are not eligible. [The Tourism Recovery Fund](#) supports wages, maintenance, product/experience improvements and marketing. Applications close November 10<sup>th</sup>.
- **Labour Market Group – Market Plan Study:** The [Market Plan Study](#) is now available. This report details labour and employment information relevant to Renfrew and Lanark Counties. The 2021-2022 Employer One survey will open January 4<sup>th</sup> – February 18<sup>th</sup> and participation will help provide local supports to address identified critical employment needs.

### 2. Community Improvement Plan (CIP)

Christine reported that Statutory Public Meeting for the CIP was held on October 4<sup>th</sup>. The appeal period ended on October 26<sup>th</sup>. With no additional comments or appeals received, the CIP program for the Town of Petawawa is in effect. Christine has already engaged in some communication with local businesses who are seeking information on possible admissible projects. Information on the CIP and how businesses can leverage this funding program is available on the municipal website [Community Improvement Plan \(CIP\) - The Town of Petawawa](#) page.

### 3. Petawawa Seasonal Pop Up Container Market

A great general discussion occurred about this pilot concept. The Petawawa Container Market has closed for the season after operating an 18 week program. A total of 54 artists

and businesses participate in the opportunity to have rental space under this format. There were great lessons learned and suggestions gleaned as part of ongoing communications with the participants. Looking to a future season some definite adjustments will be made. Many vendors wanted to see more food options and opportunities for additional vendor participation. Enhanced programming opportunities exist and collaborations with local businesses to develop unique theme oriented weeks will be explored. Staffing support is a necessary component of this project future. Staff are working on funding submissions related to parking lot enhancements and site beautification elements.

## New Business

### 1. Main Street – Digital Service Squad

Announced as part of Small Business Week, the Town of Petawawa has received funding from the Digital Main Street's Ontario Grants Program for a Digital Service Squad Member. Under this short term funding program, the Town has engaged Amanda Walker, on a part time basis, to deliver these services for our Petawawa Businesses. The assistance for businesses is FREE and includes advisory services, activation and implementation services for e-commerce solutions, Google My Business supports and aid in processing the [Digital Transformation Grant application](#). Amanda will be available to work one-on-one with businesses. Businesses will be invited to participate on a weekly basis in order to manage the volume of potential work. Interested businesses can also reach out to Amanda via email at [business@petawawa.ca](mailto:business@petawawa.ca). More information on the [Digital Main Street](#) suite of programs can be found on their website.

### 2. Communication Protocols for Road Projects

As an action item identified following the rehabilitation of County Road 51, members of the PBAN would like to participate in a communication protocol creation process in order to ensure better communication occurs with Petawawa businesses during any additional road projects for Petawawa. An invitation has been sent to the municipality by Lee Perkins, Director of Public Works for the County of Renfrew, to collaborate on communications for the planned County Road 51 bridge rehabilitation that will occur in 2022. Richard, Bill, Val and Christine will participate in the development a communication protocol working group. Val will call a meeting.

## Correspondence

No correspondence was received.

## Information (Business Openings/Milestones/Celebrations)

- Jessica Videto has departed as VP of Operations for the Quality Inn and Suites. Jessica is continuing to pursue completing her psychology degree. We wish Jessica the very best

success! Jamie Moody has taken over as General Manager of the Quality Inn and Suites which is also in the process of being sold. More details on the new owners to come.

- Home Front Dental hosted their grand opening on September 17<sup>th</sup>
- Valley Creations held their grand opening, as part of the Petawawa Ramble, on October 15<sup>th</sup>
- Fleurish is relocating within Petawawa. Effective November 1<sup>st</sup> they will operate out of the former Kreationz Hair Studio at 3191 Petawawa Blvd. Kreationz Hair Studio moved to a home base operation.
- The Velvet Blue Tattoo Company has located in the space vacated by Bombshells Tattoo at 1027 Victoria Street.
- 3241 Petawawa Blvd. has been purchased. This property has a commercial zone and the new owners have applied to convert both the garage and the residential home into commercial use. The garage is awaiting permits to redesign for a cannabis store and the residential building will become office space for professional offices.
- The former KFC location at 3025 Petawawa Blvd. has opened the Drive Thru portion offering fried chicken under the name Fried Chicken Club. The interior portion of the building remains closed but will convert to a steak and sushi service under the name Gokumi.
- The Urban Lounge Salon and Spa celebrated its 5<sup>th</sup> year anniversary. Congratulations to Portia and her team for such an amazing milestone.

## Events

- September 17 - 19<sup>th</sup> the Town hosted A September to Remember craft beer musical event. The event activities were well received with each selling out, within the limited capacity restrictions. The Saturday musical evening event was quite successful for all participating vendors.
- October 14-17<sup>th</sup> the Petawawa Ramble and Pumpkin Folks festival returned for its third year. Despite the overcast, cool and rainy weather participation in the various activities was outstanding. Heritage Village reported more than 525 attendees at their Saturday craft market and site animation activities. Ultimate Werewolf event with Looking Glass Toys and Games was sold out at 44 participants. Hyska's YIG Pig Roast sold out at 225 portions. Photographers of the mini portrait sessions reported great pre-booked participation. On Sunday 500 people enjoyed the CNL sponsored children's activities and more than 40 attendees were on site for the draw selection for the playhouses as part of the Rotary Playhouse project.
- Garrison Petawawa Business Luncheon will take place at the Officers Mess on November 18<sup>th</sup> tickets must be purchased in advanced.
- Women's Entrepreneurship Breakfast is on November 19<sup>th</sup>. Participants can attend live or virtually and even host a table. The Town did participate as a sponsor of this event to encourage business networking opportunities.

- The Town is considering hosting the Santa Claus parade as an evening event on December 4<sup>th</sup>. Businesses who want to participate are asked to get in contact with Colin to reserve a spot.
- The Renfrew County OSPCA is hosting Paw It Forward again. Over the month of November the public is encouraged to purchase products from local businesses and donate them to the auction event. Businesses who would like to participate are encouraged to contact Heather Jobe of the OSPCA. The auction will take place December 1 – 8<sup>th</sup>.
- The first Sounds of Business in 2022 will be at Looking Glass Toys and Games. Tickets are available online through Eventbrite and at the Community Services office. Tickets are \$25 per person. This program allows the public to experience a business and the local businesses services, food and drink, we bring for these exclusive after hours events.

## Round Table

Val reported that the filming of the PC Insiders report for Loblaws Christmas edition was a great success. Despite all their communications, on the subject, they did still get some negative comments from the public. Employment challenges are still prevalent and really affecting the business. The cost associated with turnover of staff is a major expense for any organization.

Cindy reported that September homes sales in Petawawa increased roughly 26%. A typical home in Petawawa is selling for \$413,860. Cindy reported on the residential decorating contest, as part of the Petawawa Ramble, and thanked all those residents and community groups who participated.

William indicated that his operations have closed for the season. He reported having an increase in business growth despite a reduction in operational hours. It will be interesting to see if this continues as a standard in next year's operations. Bill is one of the volunteers on the Winter Games 2022 and reported that a local decision had been made in favour of the games proceeding. More details on dates and locations coming. Bill has rented the Petawawa Legion and will be hosting a public ticketed Tibb's Eve event on December 23<sup>rd</sup>. Bill reported that a pre-sale had already netted a 50% sale of available tickets. Tickets are \$30 and include a choice of meal and live musical entertainment.

Richard reported that they are producing another new label which should be ready in time for Christmas. Richard and Brady had participated in the Prince's Operation program and will be featured as one of five businesses in the upcoming Buy Veteran Campaign.

Portia reported that the 5<sup>th</sup> Anniversary celebration for the Urban Lounge Salon and Spa was a great success. Something to celebrate considering the challenges the pandemic has wrought. Portia indicated that they would not do the Remembrance Day event fundraiser for this year, there were 60 participants last year compared to 170 the year before. Portia also reported that she has been spending time volunteering with the Columbus House.

Claude reported that 132 attendees were part of the recent SCAN seminar. With 400 military releases expected to be processed by end of December 2021, 270 of those are for medical reasons. The Transition Services will be evaluating employment program supports and resource directory with a Petawawa focus in 2022. Claude also reported that due to the success of the pilot Transition Services initiative in Petawawa and Borden, it is anticipate that at total of nine such units will be created under the Transition Eastern Ontario umbrella. Claude offered to provide a presentation that demonstrates the member transition process for the committee.

Theresa reported that Council had approved the Comprehensive Zoning By-law and that the Official Plan Review would be scheduled for 2022. Theresa said that the Christmas Angels Christmas Day lunch program would occur in a takeout format again this year. Last year more than 298 lunches were delivered.

Christina reported that they have about 66% of their usual clients with less job seekers reaching out for help. In a recent virtual job fair there were 12 employers participating and only 24 job seekers who attended. Supported through government financing opportunities many job seekers are taking advantage of educational programs, which positively impact skill development, but has created labour gaps for many sectors.

## Adjournment

The meeting adjourned to the call of the Chair at 12:10 pm.