



Minutes

In Person Meeting, Petawawa ON December 7, 2021

Present:

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

Regrets:

Portia Hoffman Strang
Laura Hanek

Also Present:

Christine Mitchell

Welcome and Introductions

Val Hyska, Chair, called the meeting to order at 9:03 am.

Approval of Agenda

Moved by Richard McNish

Seconded by Cindy Sell

That the agenda for the December 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 Theresa Sabourin

Seconded by Richard McNish

That the minutes of November 2, 2021, be approved.

Carried

Old Business

1. Business Grants/Programs and Resources

Christine reported that e-news documents were created and circulated on November 16, and December 1, 2021.

- **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 federal program, [My Main Street](#), has reopened the [Community Activator](#) fund for a second intake. Applications must be submitted by February 1, 2022.
- **Francophone Job Creation Program:** Providing opportunity to support 50% wage subsidy, the Francophone Job Creation program is administered through the RCCFDC. Employment after September 24th and before March 31, 2022 may be eligible for this funding.
- **Staycation Tax Credit:** As part of the Ontario Government Fall Economic Statement the Staycation Tax Credit was introduced as a short term tourism support benefit. The 20% personal income tax credit can be claimed against eligible accommodation expenses in 2022.
- **Community Improvement Plan (CIP):** The Petawawa CIP appeal period has ended. Applicants interested in learning more about this local matching funds program should review the material provided on the municipal website at [Community Improvement Plan \(CIP\) - The Town of Petawawa.](#)

2. Main Street Digital Service Squad

With funding received through the Main Street Digital (MSD) program, the Town of Petawawa, has a resource person who can work with businesses one-on-one to explore the suite of opportunities available through [Digital Main Street](#) portfolio. Interested businesses can reach out to Amanda via email at business@petawawa.ca to schedule support.

3. Communications Protocol for Road Projects

The working group met electronically to discuss the development of a standardized communication protocol for businesses related to significant planned road projects. The actionable items proposed include communication portals, connection to direct project oversight resources, identified response time, notice periods, terms and method, signage at the project site, and feedback mechanisms for businesses. Val will next communicate with Mayor Sweet who can direct and respond to some of these considerations from a local roads perspective and provide liaison as we work with the County of Renfrew for any future road projects in Petawawa. It was reiterated that the County of Renfrew plans to conduct scheduled bridge work on the Petawawa River bridge in 2022.

New Business

1. 2022 Renfrew County Winter Games

There are 80 days until the 2022 Renfrew County Winter Games are scheduled to take place at locales throughout the region the weekends of February 24-26th and March 3-6th. The winter games showcase athletes ages 12 -20 as they compete in more than 27 traditional sport and non-sport events. Site locations for specific events remain fluid but as of the current schedule sledge hockey will be played at the Civic Centre along with Artistic Swimming and Badminton/Squash at Dundonald Hall. Additional events for the immediate area include Fusal, Karate and potentially Field Hockey. The [2022 Renfrew County Winter Games](#) website continues to be developed and will be a pivotal tool to advertise event locations and attract volunteers to support the event facilitation.

There was a discussion about supporting the 2020 Renfrew County Winter Games, creating welcoming messages for the athletes, providing some packages of offers from local businesses and highlighting volunteer opportunities for more engagement. Staff will proceed with identified actionable items in the early New Year.

2. 25th Anniversary Town Celebration Activities

The Town of Petawawa is celebrating the 25th anniversary next year. A working committee is planning a four day festival to take place over the July 1st weekend which marks the anniversary of amalgamation. A comfort station project, located along the Algonquin Trail has been approved and will be the Legacy project recognizing this milestone. Working with many organizations and community groups, the four days will be a celebration of the community and offer many varied programs, events and activities for all to enjoy.

PBAN has been asked to oversee the Picnic in the Park event. A discussion was held about this opportunity and how it could best be delivered with the intent of also supporting and highlighting as many local businesses as possible. Health and safety concerns for food preparation and transportation were identified as a potential concern. After some thought a concept was formulated that staff will research and review for discussion at a subsequent meeting.

3. Main Street Development Project Priorities

Based on completion of the CIP and noted elements identified in the municipal leadership section, specifically, Gateway Signage Enhancements, Improved Signage/Wayfinding/Branding, Streetscaping of Petawawa Blvd., Promotion of Public Art and Waterfront Area Enhancements, Christine asked if PBAN had any initiatives that they would like to champion and see realized in the community. Christine indicated that in order to be ready to submit applications under various funding programs or for annual budget consideration that necessary documentation had to be prepared and at the ready, which takes time and resources. Getting some projects shovel ready would greatly increase potential to see their realization. There was a discussion and the committee was invited to reflect and bring back ideas at a subsequent meeting.

Correspondence

Christine indicated that members should have received an email from the CAO regarding the pending municipal vaccination policy.

Information (Business Openings/Milestones/Celebrations)

- Festival Hall Take a Seat Campaign. Individuals and businesses can sponsor a new seat for \$150 or a section of seats under a tiered sponsorship program. More details are available on the [municipal website](#).
- Shop Petawawa site is a resource to support businesses who wish to load seasonal offers for easy reference and access. The PBAN social pages refer to this resource and often post a series of the offers to further share and support the business initiatives. As part of a holiday campaign, messages directing people to Shop Petawawa have been placed on the electronic message boards.
- John Arsenault has purchased the property at 2996 Petawawa Blvd. and is working through the process to open the site as the new business location for Art-E-Motive. The former Art-E-Motive site, 3917 Petawawa Blvd. is currently listed for sale.
- Fleurish held their grand opening celebration at their new location at 3191 Petawawa Blvd. on November 17th.

Events

- 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

Cindy reported that due to the cancellation of the Garrison luncheon, and hearing that 2022 operations were being reviewed, real estate agents are anxious about the impacts on transfer season. Cindy reported on the year over year to date housing statistics noting that despite the volatility in the market, Petawawa's overall all sales remain constant. The lack of available inventory is likely a factor. Cindy reported attending the evening Santa Claus parade and the Heritage Village Christmas event.

William shared the ongoing modifications and challenges that he has faced in bringing forward his Tibb's Eve event during this stage of the pandemic. At this point he is scheduled to proceed with no dancing permitted. Bill spoke about his association with the Renfrew County Winter Games, the security portfolio, and shared some of the needs and challenges that are being anticipated by event organizers.

Richard spoke of the launch of Dog House Brewing Company new coffee stout, SpringBok, a collaboration with product from Barron Canyon Coffee, label design by Laura Hanek.

Claude reported that an additional Training Officer and Transition Advisor has been engaged to support the Transition department caseload. Of great concern is the number of potential members who will be transitioning out due to non-compliance with the DND vaccination policy, which could reflect 5% of workforce. It is anticipated that these releases will be processed within 30 days. This does not give members full access to transition services. Claude expressed concerns on the six pillars of wellbeing, specifically, as it relates to these members families. Concerns about future employment were also expressed as many occupations, by association, are required to be compliant with affiliate business vaccination policies.

Christina reported that the PMFRC Employment Services will have reduced services during the holiday period from December 24th to January 3rd. They have seen a slight increase in job seekers in last few weeks and note that many employers are now seeking confirmation of vaccination for new hires.

Theresa reported that she had recently participated in a Code of Conduct webinar that was extremely informative. Theresa reported that there was a survey on the municipal website where residents could participate in the renaming of the Indian Diamond ballpark. Theresa reminded everyone that the Christmas Angels Christmas Day lunch program would be a straight take away or delivery service as last year and wished everyone a Merry Christmas.

Val highlighted the success of the local business, Madawaska Coffee, in advancing through the Loblaw's Shop Ontario Program. Their coffee is now available in Zehrs stores throughout Southern Ontario. Val indicated that there were some specific product supply issues heading into the Christmas season. Val thanked the community for once again supporting the turkey drive campaign. Val also wished everyone Happy Holidays.

Adjournment

The meeting adjourned to the call of the Chair at 11:45 am.