



Minutes

In-Person Meeting, Town Hall, Petawawa ON November 5, 2024

Present:

Richard McNish, Chair
Adam Driscoll, Councillor
Cindy Sell
Val Hyska (Departed (10:50 am))
Zoe Nolan
Jillian McLellan
William Grandy
Christina Schramm

Regrets:

Murray Rutz, Councillor
Jamie Moody
Gerald Hoffman

Also Present:

Christine Mitchell, Manager of Economic Development
Rudy Kadlec, Economic Development Coordinator

Welcome and Introductions

Chair Richard McNish called the meeting to order at 9:00 am.

Approval of Agenda

Moved by Adam Driscoll
Seconded by Cindy Sell
That the agenda for the November 5, 2024, meeting of PBAN be approved.
Carried

Disclosure of Pecuniary Interest

Richard and Jill abstained from voting in the fundraising recipient selection for the upcoming Holiday Tailgate Market event.

Approval of Minutes

Moved by Adam Driscoll

Seconded by William Grandy

That the minutes of October 1, 2024, be approved.

Carried

Ongoing Business

1. Business Grants/Programs and Resources

E-News posts were circulated to registered businesses on October 16 & 29th, 2024. The links were posted to the PBAN social media pages and are available here: [Business E-News - The Town of Petawawa](#)

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

- i. [Ontario Trillium Grow Grant](#): Funding of \$50,000 to \$200,000 per year is available for projects that encourage active lifestyles, strengthen community connections, enrich lives through arts, culture, and heritage, support youth skill development, promote environmental conservation, and help economically vulnerable people meet basic needs or improve financial stability. **Deadline November 6th, 2024.**
- ii. [FedDev Ontario Business Grants](#): This program offers non-repayable contributions ranging from \$125,000 to \$10 million for projects that focus on clean growth, technology, industrial transition, and automotive sector transformation, aiming to support scaling, productivity, and market expansion. **Deadline December 20th, 2024.**
- iii. [Canada Summer Jobs 2025](#): The annual Canada Summer Jobs program Call for Applications open November 18, 2024. **Deadline December 19, 2024.**
- iv. [Agricultural Workforce Equity and Diversity Initiative | ontario.ca](#) The Agricultural Workforce Equity and Diversity Initiative provides funding to organizations to support underrepresented groups starting or growing their own business in the agri-food sector. Intake opens on October 8, 2024. **Deadline December 3, 2024.**
- v. Highlights of the 2024 Economic Outlook and Fiscal Review: Building Ontario for You [2024 Fall Statement | Highlights](#)

Returning Business

1. Comfort Station & Site Development

Staff presented the THINC Design Concept for the Kiddyland Site Redevelopment to Council on October 28th. Council was supportive and interested in the development potential of these lands and encouraged staff to bring forward project elements as part of the five-year financial planning process. A short discussion on the elements within the more immediate developments occurred. The plan is to present the road access for the in/out from Petawawa Boulevard to the site and the Petawawa letter sign project for 2025 along with the completion of the Comfort Station boardwalk and covered shelter. Members of PBAN inquired as to the financial support from the County. The County has been part of the design discussions and has approved the access however no County funds are committed to support this project. Project management was also discussed regarding the site redevelopment due to the scope and size of the project. Subject to Council support the project will be overseen by municipal representatives.

New Business

1. BR&E

The Business Retention and Expansion (BR&E) program is an initiative through the Ministry of Agriculture, Food and Rural Affairs (OMAFRA). BR+E engagements consist of confidential interviews with businesses. Through this program, the intent is to learn how to make our community a great place to do business by supporting local businesses so they can grow, create jobs and stay in our community. The survey engagement is intended to identify the specific strengths and challenges faced by local businesses and these outcomes will help in the update of the 2018 Economic Action Strategy. The updated Economic Action Strategy will then inform future budgets and initiatives to support and grow our business community. Staff will create an online system to gather and input the information. The goal is to undertake business engagements in 2025, with a target of completing 40 such business surveys. PBAN members agreed that some participation incentives would help with the engagement. Staff took the suggestions offered for consideration.

Information (Business Openings/Milestones/Celebrations)

- VC Athletic Therapy Health Collective hosted their Grand Opening at 14 Canadian Forces Drive Unit 1 on Sunday, October 20, 2024
- The commercial business at 3241 Petawawa Blvd. now has two distinct units and has rebranded as the Petawawa Smoke and Vape Shop.
- Odessey Shuttles is currently looking for a centralized space in Petawawa for pick-up and drop-offs.
- Williams & Sons has purchased 3432 Petawawa Blvd., the former Danny's Steakhouse location, and is exploring opportunities to develop the vacant lot.

Events

1. Upcoming Events, Workshops and Engagements

- **Using AI in the Tourism Industry** - Tuesday, November 5, 2024 Time: 10:30 am – 11:30 am [Fall Workshop Series](#)
- **The Anatomy of an Ad** - Tuesday, November 12, 2024 Time: 10:30 am – 11:30 am [Fall Workshop Series](#)
- **Introduction to Sustainable & Regenerative Tourism** - Tuesday, November 19, 2024 Time: 10:30 am – 12:00 pm [Fall Workshop Series](#)
- Enterprise Renfrew County is hosting a workshop with David Cohen on **Mastering the Essential Steps of Sales**. This is a FREE two-part webinar offered from 10 am - 12 pm on November 19th and 26th. [Workshops & Events | Enterprise Renfrew County](#)

2. Petawawa Ramble

Summary of the Petawawa Ramble engagement:

- Harvest Portrait Walk - 59 participants at Mount Molson/42 participants at Petawawa Terrace/20 participants at Heritage Village (\$310 raised Petawawa Pantry)
- Legion Fish n' Chip - DID not happen - Sewer backup remediation caused delays in preparation
- Legion Harvest Breakfast - 125 meals - best breakfast to date
- Heritage Village - 400 attendees + 10 vendors (donations for entrance)
- Ultimate Werewolf - CANCELLED
- Pork on a bun at Hyska's - 225 SOLD OUT at 1 pm
- CNL booth participation - 225 engagements
- Rotary Mini Putt - 200 participants
- Market Attendance Sunday - 500 participants
- Algonquin Sewing Centre - 75 attendees for the fabric pumpkins
- Domino's Pizza Carnival – CANCELLED
- Pints and Gourds - 112 tickets sold 4 businesses supported
- Farm to Trail - 175 tickets sold - 12 vendors + 2 musicians + 2 additional businesses (200 estimated on trail)
- Seniors Harvest Dinner – 65 attendees - \$1,950 Catered meal and music
- Wagon Rides - CANCELLED (death of the mare)
- ATV Ride - 91 riders some from outside region - positive feedback on the ride
- Online map - 679 engagements
- Market Fall Fest Friday - 150 attendees - 11 from the workshops - 23 vendors
- Scouts sold 4700 apples up from 2400 the year previous.

3. Veteran Business Vendor Expo

The Veteran Business Vendor Expo will take place November 9th from 10 am to 4 pm at the upstairs hall of the Civic Centre. [Veteran Business Vendor Expo - The Town of Petawawa.](#)

As a follow up to a program started last year, Veteran banners will also be delivered to local veteran-owned or co-owned businesses for display during November. Social media posts will be generated to support this awareness campaign. Participation is voluntary and businesses who qualify should reach out to the municipal Economic Development Department.

4. Outdoor Christmas Tailgate Market

The Outdoor Christmas Tailgate Market will take place on December 7th, 2024. The Merry & Bright Festival will now be spread out over two weekends starting November 30.

Communications with vendors have been sent out for registration with roughly 18 participants to date responding. Activities, food service, and the potential for licensed service were discussed. Staff will act on the discussed items. Over the past two years, the proceeds from public donations were given to Soldier ON. This year other organizations were discussed as possible recipients. Following a discussion, eligible PBAN members voted to have Watch My 6 and The Valour Foundation as the beneficiaries for this year.

Round Table

Christina reported that recent events have made it very busy for her team and the focus has been on supporting the CAMSOFT families. Holiday event planning is a priority for her team. Christina noted that the Petawawa Ramble event seems to continue to grow despite so many additional activities happening the same weekend. She referenced the LV Halloween trail event, Octoberfest at the Germania Hall, and the Taste of the Valley event.

Zoe reported that Mount Molson closed for seasonal operations on October 31st. There was noted growth this year. Zoe reported a small special event at the site on November 22nd with limited vendors and ice cream and sundry treats.

Jill reported that End of the Leash was seeing sales growth this last quarter. Watch My 6 is currently supporting 15 new teams including veterans and RCMP from Ottawa to train their service animals.

Cindy reported unofficial numbers from the Renfrew County Real Estate Board noting 30 active listings and nine sales in Petawawa, with an average sale price of \$430,000 in October. Cindy met with MPP John Yakabuski at Queens Park as part of the advocacy efforts from the Canadian and Ontario Real Estate Association to lobby for affordable housing initiatives. Cindy also attended the lobby day on Parliament Hill. Cindy noted there are roughly 160 Real Estate Agents in Renfrew County. Cindy attended the County of Renfrew Farms Open event in September, and she reported that in discussions with the farms she visited many of the attendees were Petawawa residents.

Bill has closed The Shed following its 9th operating season. Bill also verified that The Shed would be the food service at the Veteran Expo on Saturday, November 9th. Bill reported that he will host The Tibbs Eve event again at the Petawawa Legion on Saturday, December 21st. A limited number of tickets are available. The Legion reported that the financial impact of this single event was significant to their operational capacities.

Adam Driscoll provided an update from Council. He noted that a veteran crosswalk would be installed at Canadian Forces Drive within the week. Adam also spoke about the 50th Anniversary of the Civic Centre sharing that there would be a hockey game and 70's themed dance to attend on November 16th.

Richard attended the opening reception of the Agriculture and Economic Development Summit hosted by the County of Renfrew in October. There was significant attendance noted with more than 50 rooms rented by event participants from outside the region. Richard also reported on the outstanding engagement that the Columbus House event generates each year. Finally, Richard provided an update on the business relocation efforts as Dog House Brewing Company expands to become a taproom.

Adjournment

The meeting adjourned to the call of the Chair at 11:23 am. The next meeting will be on December 3rd, 2024, at 9:00 am.