



## Minutes

**In-Person Meeting, Town Hall, Petawawa ON**

**April 1, 2025**

**Present:**

Richard McNish, Chair  
Murray Rutz, Councillor  
Val Hyska  
Jillian McLellan  
Christina Schramm  
Jamie Moody  
William Grandy

**Regrets:**

Adam Driscoll, Councillor  
Cindy Sell  
Zoe Nolan

**Also Present:**

Christine Mitchell, Manager of Economic Development  
Rudy Kadlec, Economic Development Coordinator  
Lisa Coutu, EDI Committee Member Chair

## Welcome and Election of Chair

Richard McNish called the meeting to order at 9:05 am.

## Approval of Agenda

Moved by Murray Rutz  
Seconded by Christina Schramm  
That the agenda for the April 1, 2025, meeting of PBAN be approved.  
**Carried**

## Disclosure of Pecuniary Interest

There were no disclosures of pecuniary interest.

## Approval of Minutes

Moved by Jillian McLellan

Seconded by Murray Rutz

That the minutes of March 4, 2025, be approved.

**Carried**

## Presentation

Lisa Coutu, Chair of the EDI Committee, provided an update on the Commitment to Inclusion Project. Councillor Coutu spoke about the program logo, which was created by a local teen who saw the water tower and the raised fists as a symbol of the strength of the community. Guiding principles include respect and inclusivity, zero tolerance for harassment, confidentiality, commitment to cultural sensitivity, active listening and responsiveness, and accountability. The Commitment to Inclusion program will be launched at the Petawawa Showcase. There is no cost for businesses to sign up for the Commitment to Inclusion Project. Those who do will receive a sticker for display and training for staff on how to create an inclusive space.

## New Business

### 1. “In Business” Collaboration with Your TV/Cogeco

As part of supporting Canadian-made products and local businesses, the town's EcDev team has partnered with Your TV/Cogeco on a series called “In Business”. These 3-5 minute spotlight segments with curated interviews will offer a snapshot of select businesses' stories, unique offerings, and community impact. The videos will be cross-promoted across participant platforms hoping the outreach will result in regional draw and highlight Petawawa as a unique place to do business.

A link to upload video footage directly to Your TV has been posted on the social pages and will be shared via e-news.

## Ongoing/Returning Business

### 1. Business Grants/Programs and Resources

E-News posts are circulated to registered businesses, and links are provided on the municipal website here: [Business E-News - The Town of Petawawa](#)

These e-news posts have been circulated since the last meeting.

- [Business Connects Networking Invitation](#) (February 5, 2025)

- [Business News February Edition 2](#) (February 18, 2025)
- [Business News March Edition 1](#) (March 4, 2025)
- [Business News Advertising Opportunities](#) (March 11, 2025)
- [Business News March Edition 2](#) (March 17, 2025)
- [Business News April Edition 1](#) (April 1, 2025)

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

i. [Eastern Ontario Development Fund | ontario.ca](#)

Eastern Ontario Development Fund provides support for projects and investments to existing businesses, municipalities, and not-for-profit organizations. FUNDING: Loans up to 15% funding interest-free during the project period. Up to 30% of the loan may be forgiven. Grants are available only for specific circumstances, up to 15% to a maximum. Application deadline May 21, 2025.

## 2. BR&E

Phoenix is two (2) business interviews away from the goal of 40 BR&E interviews. We are hoping to exceed the engagement goal as Phoenix is working with us for a few weeks yet. For information on the BR&E project details, please check here: Project details can be found here: [County of Renfrew: Petawawa Business Retention and Expansion \(BR+E\) Program](#). The first 40 completed interviews in person receive \$100 gift card to their local business of choice and staff have started coordinating the gift cards. The surveys will close at the end of April with information used to update the economic action strategy. Preliminary data is expected to be presented to PBAN in June.

## 3. Logo/Branding Update

Council endorsed the new logo at the March 10, 2025, meeting. Municipal staff are now working to finalize the brand guidelines with Syntax and begin full-scale implementation on the digital applications. A plan forward for all other implementations is being analyzed.

The new Petawawa logo is approved for use on the following applications:

- Municipal website, social media, and digital platforms
- Marketing materials, brochures, and wayfinding signage
- Tourism and economic development purposes
- External stationery and communication materials
- Internal communications, presentations, and staff materials
- Community outreach and engagement

The town crest remains a formal representation of the municipality and is reserved for official documents, legal contracts, for use by council members, ceremonial uses and on municipal

buildings, vehicles and staff uniforms. Comments were made about possible confusion regarding the usage of multiple logos, such as the committee logos, the corporate crest and the new marketing logo and all event logos. Staff can only proceed with the direction of Council and so will be bringing a brand identity and use of logo policy to Council for review once the brand guideline has been finalized.

#### 4. Business Connects

The first Business Connects was held on International Women's Day at Ottawa Valley Coffee. We had 20 participants. The group enjoyed themselves, and lots of networking was discussed. We are trying to arrange the next one for April 23<sup>rd</sup> at the Quality Inn and Suites with Brian Richardson from IESO. Brian has a program where businesses can obtain a grant to change their lighting and reduce their energy costs. This was a common comment from the BR&E sessions, so it seemed like a natural opportunity to support businesses.

#### 5. County of Renfrew Think Local Campaign

The County continues to support the local campaign, adding additional information to the webpages and sharing it across digital and print platforms.

### Information (Business Openings/Milestones/Celebrations)

- Great Ape Empire had a soft opening of their space at 3532 Petawawa Blvd. in March with an official grand opening in May.
- Full Spectrum Gear, at 1158 Victoria St., is closing at the end of April.
- A new veteran-owned business will be opening in July at 1158 Victoria St.
- The Mortgage Advisors are relocating to 3477 Unit A Petawawa Blvd. in May
- Beyond Nutrition is celebrating 25 years of service this April
- Century 21 Aspire Realty is celebrating 20 years this year.

### Events

#### 1. Upcoming Events, Workshops and Engagements

- Follow the E-Business News pages for upcoming workshops [Business E-News - The Town of Petawawa](#)
- Follow the Town of Petawawa Business Events page [Business - The Town of Petawawa](#)
- Follow the Petawawa Business Facebook Page [www.facebook.com/petawawabusinesses](https://www.facebook.com/petawawabusinesses)
- 2019 Liberation of Leeuwarden parade Garrison Petawawa April 14-15
- OVTA awards nomination deadline is April 14<sup>th</sup>

## 2. Petawawa Ramble

Sponsorship opportunities are available for the new Folk and Spoon event, Ramble Scavenger Hunt and the Ramble Business awards. There was discussion around changing the awards from 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place in various categories and adding in 10 individual business awards with sponsorships for the unique awards available at \$250 each. PBAN members suggested that businesses self-nominate for the different award categories.

Dog House Brewing Company will take over the Pints & Gourds event on Saturday of the Ramble weekend. Farm to Trail is also expanding from 200 to 400 tickets.

## 3. Petawawa Showcase

Christine circulated a volunteer sign-up form for PBAN members to attend the booth at the Petawawa Showcase. There were discussions around engaging business owners who are at other booths and providing information on available commercial space, the community improvement plan, Petawawa Ramble sponsorship opportunities and more. PBAN members also recommended having signage to draw home-based businesses or businesses looking to relocate to Petawawa into the booth.

## 4. Veteran Business Vendor Expo

There was discussion around hosting the event at the Legion on November 2<sup>nd</sup>, 2025. Staff will reach out to the Legion to look at options for hosting the event at their location this year.

## Round Table

Christina reported that posting messaging for military families has started to come in. There is a continued strong sense of Canadian pride. Christina is looking at expanding her business with more coaching options.

Quality Inn and Suites Petawawa has won the Platinum Guest Satisfaction Award among Choice Hotels Canada's portfolio of 330+ hotels. This is Quality Inn's eighth Platinum award, they have also won six Gold awards. Jamie discussed the Ottawa Valley Stomp festival, a possible OVTA board seat and noted that the first quarter of MAT was complete.

Councillor Rutz indicated that he was elected vice chair of the Waste Recovery Centre. Council passed the 2025 budget, which includes funding for the Petawawa letter sign project. A new manager is in place at Festival Hall. The "shop local" push continues with customers reading labels more to see what products are Canadian-made.

End of the Leash is looking for Canadian brands as alternatives to American products. Registration is down for the training classes at Watch my Six and End of the Leash is noticing a decrease in customers purchasing extras for pets. Planning is underway for Hell or High Water on May 10<sup>th</sup>.

The Shed is looking to open for the season on May 23<sup>rd</sup>. There have been some staffing changes at The Shed, and they are still waiting for funding for the summer student grants.

Dog House Brewing Company uses 90% Canadian materials with products from Allumette Island or Mississippi Mills. A new collaboration is underway with Airborne Petawawa. Dog House Brewing Co. will sponsor a few different events this summer, and they are accepting bookings for all types of events at their 3067 Petawawa Blvd. location.

## Adjournment

Moved by Murry Rutz

Seconded by Bill Grandy

The meeting adjourned to the call of the Chair at 11:57 am.

The next meeting will be on May 6, 2025