



Minutes

In-Person Meeting, Petawawa ON April 2, 2024

Present:

Richard McNish
Jillian McLellan
Cindy Sell
Jamie Moody
Christina Schramm
Val Hyska
Gerald Hoffman
Zoe Nolan (departed at 10 am)

Regrets:

Murray Rutz
William Grandy

Also Present:

Christine Mitchell

Welcome and Introductions

Chair Richard McNish called the meeting to order at 9:06 am.

Richard noted that the March 5th meeting did not have a quorum. The members present, however, did receive the planned presentation on Blue Box Transition provided by the municipal Asset Management Coordinator Trevor Woodke. The presentation document was circulated in advance of that meeting, so all committee members have a copy. Trevor will provide another presentation at a future date.

Approval of Agenda

Moved by Gerald Hoffman
Seconded by Cindy Sell

That the agenda for the April 2, 2024, meeting of PBAN be approved.

Carried

Disclosure of Pecuniary Interest

There were no disclosures of pecuniary interest.

Approval of Minutes

Moved by Jamie Moody

Seconded by Jill McLellan

That the minutes of February 6, 2024, be approved.

Carried

Old Business

1. Business General

E-News posts were circulated to registered businesses on March 11, 2024. The link was posted to the PBAN social media pages and is available here: [Business E-News - The Town of Petawawa](#)

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

New

- I. **Tourism Workforce Sustainability Program:** Expand and diversify your tourism workforce by offering the Ontario Living Wage and get a wage top-up for up to six months. For more information, visit: [Tourism Workforce Sustainability Program \(tiaontario.ca\)](#)
- II. **Apprentice Funding:** Help build your future workforce. The Canadian Apprenticeship Service is offering up to \$20,000 in help right now. [CAS \(apprenticesearch.com\)](#)

Resources

- III. **Ontario Funding Opportunities:** [Available funding opportunities from the Ontario Government | ontario.ca](#)
- IV. **Renfrew County Community Futures Development Corporation:** Funding program information: [Financing / Funding - RCCFDC — Renfrew Country Community Futures Development Corp](#)
- V. **Community Improvement Plan (CIP):** Applicants interested in learning more about this local matching fund program, which provides for building improvement works, should review the material provided on the municipal website at [Community Improvement Plan \(CIP\)](#) - The Town of Petawawa.

Returning Business

1. First Impressions Community Exchange Program

The questionnaire will be shared with the FICE team members. A meeting with the OMFRA representatives will be held in May. Each team is committed to conducting their site visits in June and providing their findings reports.

2. Business Retention & Expansion Programs

An application was submitted on February 20th for funding support to undertake the Business Retention and Expansion (BR&E) project as identified in Council's 2023-2025 Strategic Plan. With support from PBAN, the project will begin in November 2024 with a target to be completed by the end of the year 2025.

3. Petawawa Container Market

Container spaces were in demand this year. Eight seasonal space requests, three monthly and multiple weekly requests. Pop-in dates have not been advertised yet. The opening date is planned for May 4th, if the weather holds. Kiosks as anticipated were more challenging to realize so two 7x7 containers will replace the minis on the site. A gazebo will be added to the entertainment area to provide shelter for entertainment.

4. Petawawa Showcase

A discussion about the coverage schedule and what items to include in the display happened. There will be a draw with local products to encourage attendees to participate and like our PBAN socials. We will also have a Petawawa Ramble draw for businesses or residents who register early to win display materials. Jamie offered to bring a TV with USB port to showcase a carousel of photos of our Ramble images and area businesses.

New Business

1. 2024 Road Construction Projects

The following municipal construction projects are planned:

- Murphy Road urbanization from Petawawa Blvd. to Doran Street (tender to go out in April).
- Wolfe Avenue from Victoria Street to the bend just before entering the South Side. (tendered and awarded)
- Portage Road, next phase (tendered and awarded)
- Industrial Avenue and a portion of Black Bay Road, an asphalt replacement (tendered and awarded).

An inquiry on the Algonquin Trail connection past Deep River was discussed. Gerald indicated that the County was seeking to repair the three bridges in this section. The opening of this section of the trail will positively impact ATV tourism potential.

Correspondence

No communication was received.

Information (Business Openings/Milestones/Celebrations)

- A Grand Opening celebration was held on March 1st for Thai Valley
- @Zaffran Indian Bistro has opened for takeout at 3025 Petawawa Blvd.
- Smart Tech Phone Repair Service has opened at 3471 Petawawa Blvd. Unit B
- Sumo Sushi, after many challenges and the original company going bankrupt, has a sign
- White Feather Tattoo has vacated the business space at 2147 Petawawa Blvd. as she joins Eterna in Pembroke.

Events

1. Upcoming Events, Workshops and Opportunities

- April 2 and 4: **Starter Company Plus info sessions I and II** with Enterprise Renfrew County. [Starter Company Plus Spring 2024 Info Session Registration \(typeform.com\)](https://typeform.com)
- April 16: **OVTA AGM & Tourism Conference** at the Ma-te-way Activity Centre. The deadline for tickets is April 9th. [2024 AGM & Tourism Conference - Presented by Renfrew County Community Futures Development Corporation \(guestlist.co\)](https://guestlist.co)
- April 20 & 21: **Ottawa Valley Sports Show and Conference** hosted by Evernew Recovery and Rehabilitation and Ottawa Valley Sports (OVS) The event is hosted at the Best Western Pembroke Inn and Conference Centre. [Ottawa Valley Sports Show & Conference - Ottawa Valley Sports](https://www.ovsports.com)
- April 26-28: **Petawawa Showcase** hosted by Gallant Media [Home - SHOWCASE in Petawawa](https://www.gallantmedia.com)
- May 10 -11: **Pembroke Community Expo**: Reserve your booth [Pembroke Community Expo - City of Pembroke](https://www.pembrokecommunityexpo.com)
- May 31: **Fundraising 9 & Dine Golf Tournament** [Class of '24 Fundraiser Golf Tournament \(upperottawavalleychamber.com\)](https://www.upperottawavalleychamber.com)
- September 28: **Business Excellence Awards Gala** hosted by the UOVCC [2024 UOVCC Business Excellence Awards Gala \(upperottawavalleychamber.com\)](https://www.upperottawavalleychamber.com)

2. Petawawa Ramble

Val spoke about the committee meeting for this event and confirmed that it will occur again on October 17-20th. All sponsors appear to be returning and a new sponsorship is available for a new FREE activity of horse-drawn wagon rides which will take place on Sunday, October 20th. Follow the Ramble socials and website pages for more details.

3. Veteran Business Expo

This item was tabled for another meeting.

4. Christmas Outdoor Market

This item was tabled for another meeting.

Round Table

Cindy reported that in March there were 54 listings, 28 sales, and 7 conditional offers pending in Petawawa. A home on Fairway sold for over 1 million which raised the monthly average sale price to \$544,742. Cindy noted there are eight commercial properties available for sale and noted that two sales were apartment complexes. Cindy indicated that despite the interest rates buyers should buy now and refinance if rates go down. If interest rates do go down then home prices will rise to adjust, so now is a good time to purchase a home.

Christina noted the changes to the military fiscal budget which will have impacts on operations. Christina spoke of the strike's continuance and its effect on the military community. April is the month of the military child and so CAMSOFT will be partnering with PMFRC to support ongoing events and engagements.

Gerald spoke of the pending sale of H&H assets to BEI which has been extended to April 12th.

Val reported that in preparation for garden season, the permitted temporary garden centre was being constructed with an anticipated early May opening.

Jill reported that she would be attending the OVTA AGM and was under consideration as a board member. End of the Leash Pet Boutique is celebrating its 3rd year in business anniversary in May 2024. Jill reported that Watch My Six is supporting a growing number of requests for therapy dog support engagements. Jill spoke of the Hell or High Water event planned for May 11th expressing concerns over the low water levels and how that could impact water tourism this season.

Jamie reported that the Quality Inn and Suites Petawawa successfully achieved a Platinum Award under the Choice Hotels Guest Satisfaction program which ranks them within the top five Choice Hotels coast to coast, which has them vying for Hotel of the Year. Jamie noted that February rentals were down year over last but noted the Renfrew County Winter Games were a significant event driving room rental last year. Jamie spoke about the accommodator-led initiative to implement the MAT tax in Petawawa. MAT is a tax levied on stays less than 30 days and these dollars are then shared with a local Destination Marketing Organization to support tourism marketing for the region. The remaining dollars are then eligible to be allocated to tourism-related products or event development. A report will be going to Council and upon successful adoption is anticipated to be implemented on January 1, 2025.

Richard noted the seasonal decrease in traffic and sales in February and March. A new product is being developed which they hope will be released in May. Events and collaborations to showcase the beverage products continue to be a focus to increase brand awareness and extend clientele reach.

Adjournment

The meeting adjourned to the call of the Chair at 11:23 am. The next meeting will be May 7, 2024.