



## Minutes

### **In-Person Meeting, Town Hall, Petawawa ON October 1, 2024**

#### **Present:**

Richard McNish, Chair  
Adam Driscoll, Councillor  
Cindy Sell  
Christina Schramm  
Jillian McLellan  
William Grandy  
Jamie Moody  
Gerald Hoffman

#### **Regrets:**

Murray Rutz, Councillor  
Zoe Nolan  
Val Hyska

#### **Also Present:**

Lynn Davenport, Petawawa Accessibility Advisory Committee  
Karen Donovan, Councillor  
Christine Mitchell, Manager of Economic Development  
Rudy Kadlec, Economic Development Coordinator

## Welcome and Introductions

Chair Richard McNish called the meeting to order at 9:08 am.

## Approval of Agenda

Moved by Jamie Moody  
Seconded by Jillian McLellan  
That the agenda for the October 1, 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 Jillian McLellan

That the minutes of September 10, 2024, be approved.

**Carried**

## Presentation

### 1. EDI Committee – Logo

The EDI committee asked the PBAN members to review and comment on the proposed winner logo of their logo contest circulation. A communication to the EDI representatives will be sent with the discussed feedback.

### 2. Accessibility Committee – Treat Accessibly

Lynn Davenport and Councillor Donovan spoke about the upcoming treat accessibility event on Halloween that takes place at both Petawawa fire stations. Treat Accessibly is being promoted via social media and signs for residents and businesses who are participating are available at Town Hall. Further information on this program is available here: [TREAT ACCESSIBLY - The Town of Petawawa](#)

## Ongoing Business

### 1. Business Grants/Programs and Resources

E-News posts were circulated to registered businesses on September 25, 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. [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, with a submission deadline of December 3, 2024.

## Information (Business Openings/Milestones/Celebrations)

- Ottawa Valley Boxing at 1959 Petawawa Boulevard hosted its Grand Opening on September 21<sup>st</sup>. This business was the successful recipient of Starter Company Plus and Community Improvement Plan funding dollars.
- Taco Bell (RedBerry) held a Ribbon Cutting ceremony on September 23<sup>rd</sup> and officially opened for public business on September 24<sup>th</sup>, 2024. PBAN members did discuss the potential challenges of traffic circulation in this area.
- Ottawa Valley Coffee at 10 Canadian Forces Drive has opened and is targeting a ribbon cutting in November 2024.
- Odyssey Shuttle Services is establishing in the community and is looking to provide direct bus services as a private rental or daily commute service from Petawawa to Ottawa.

## Events

- October 10<sup>th</sup>: Labour Market business planning session to go over labour challenges. [A Labour Market Planning Session for Municipal Government Leaders in Renfrew and Lanark Counties - Labour Market Group of Renfrew and Lanark](#)
- October 18<sup>th</sup>: Small Business Workshop at the Quality in & Suites from 12:30 pm to 4:00 pm hosting a session with Crummy Media – email marketing and AI in small business marketing – Cost is \$28 and includes a meal. [Small Business Month - County of Renfrew](#)
- October 22<sup>nd</sup> to 24<sup>th</sup>: OMAFRA and County are hosting Municipal Agriculture and Economic Development Planning Forum. [Municipal Agriculture Economic Development and planning forum - County of Renfrew](#)
- October 24: Fall Business Leadership Conference hosted by Algonquin College [Business & Leadership Conference, Algonquin College, Pembroke.](#)

### 1. Petawawa Ramble

The 2024 Ramble Map is now available in print and online versions. Upwards of 70 businesses and community locations are signed up for the event this year, not all displays are on the print map. This annual event was created to support businesses during a traditionally slow period as a community collaboration to decorate in harvest theme and event together to increase exposure and revenue.

For future engagement, it was suggested to capture ROI testimony from participating businesses to show tangible metrics on the impacts this event has on the community and for participating businesses.

More information about the Petawawa Ramble can be found on the municipal website [2024 Petawawa Ramble - Time to Ramble - October 17-20 - The Town of Petawawa.](#)

## 2. Veteran Business Vendor Expo

The Veteran Business Vendor Expo will take place November 9<sup>th</sup> from 10 am to 4 pm at the upstairs hall of the Civic Centre. Music Healing Veterans is confirmed to provide entertainment for the event. The Shed has signed up as a food vendor. Save the date emails have been sent out and registration is slowly coming in. A general discussion about engagement and marketing at the event was had. Information on this opportunity for veteran business owners to showcase their services and products is on the municipal website. [Veteran Business Vendor Expo - The Town of Petawawa.](#)

## 3. Outdoor Christmas Tailgate Market

The Outdoor Christmas Tailgate Market will take place on December 7<sup>th</sup>, 2024. The Merry & Bright Festival will now be spread out over two weekends starting November 30 and ending December 8<sup>th</sup>. Communications with vendors has been sent out for registration with roughly 14 participants responding. Members were asked to reach out to businesses with trailers that may be used by the vendors. Food service and the potential for licensed service was discussed. In the past, donations at this event were in support of Soldier On. For the next meeting, a list of organizations will be put together and a selection will be made.

## Round Table

Jamie reported that he would be representing the Town of Petawawa and the Quality Inn & Suites at the Outdoor Tradesman Show in Mississauga at the end of October. He spoke about the recent Pembroke announcement on Municipal Accommodation Tax noting that a further presentation to Council would be brought forward with the intent of implementing a 3% MAT as of January 1<sup>st</sup>, 2025. The Petawawa and Pembroke Hotel Associations will meet again in October. Sliver Stick hockey tournament starts the weekend of November 8<sup>th</sup> and all major hotels in Pembroke and Petawawa are reportedly full. Clarion Pembroke has also announced its intentions to convert to a Quality Inn Conference Centre.

Cindy reported the Renfrew County Realtors raised \$45,859 for a one-day golf tournament. The proceeds from the event were split amongst the Deep River District Hospital Foundation, the Pembroke Regional Hospital Foundation, Renfrew Hospice, and Saint Francis Valley Health Foundation. Cindy noted that the online FICE presentation delivered by EcDev staff at a recent Council-in-Committee meeting was well done.

Jillian indicated that September saw increased traffic and spending at their business. End of the Leash and Watch My Six were nominated for three awards at the recent Chamber of Commerce Business Excellence Awards Gala. Jill also indicated that End of the Leash was pleased to be the co-sponsor for the Pints & Gourds event.

Gerald said two developments are ongoing with building permits for three new residential homes.

Christina reported that unit family days for Garrison personnel were taking place throughout October. New families are being connected with community services. The lack of bussing for

students is also creating challenges for military families with only one vehicle. Christina did suggest that families who are struggling in any way should reach out to the Military Family Resource Centre who can provide them with access to direct funding resources.

Councillor Driscoll noted that Council received a presentation on wood bio-fuels and using fibre waste to create fuels.

The Shed is targeting October 20<sup>th</sup> as the closing date to coincide with the Petawawa Ramble. The Tibb's Eve annual event, hosted by The Shed, will take place on Saturday, December 21<sup>st</sup>. The event will be at the Petawawa Legion. Bill did indicate that he has streamed the online Council sessions.

Richard noted that Dog House Brewing Company was a vendor at the Renfrew Craft Beer Festival on September 28<sup>th</sup>, and will be at the Columbus House event in November. They are also a co-sponsor for the Pints and Gourds event as part of the Petawawa Ramble. Richard indicated that the work is ongoing to transition to a new retail space with new-to-them equipment arriving weekly. The push is on to open in December.

## Adjournment

The meeting adjourned to the call of the Chair at 11:10 am. The next meeting will be on November 5<sup>th</sup>, 2024, at 9:00 am