



Minutes

In-Person Meeting, Quality Inn and Suites, Petawawa ON November 4, 2025

Present:

Richard McNish, Chair
Jillian McLellan
Jamie Moody
Lindsay Buszchak
Cindy Sell
Christina Schramm

Regrets:

Val Hyska
William Grandy
Murray Rutz, Councillor

Also Present:

Christine Mitchell, Manager of Economic Development

Welcome

Richard McNish called the meeting to order at 9:04 am.

Approval of Agenda

Moved by Jillian McLellan
Seconded by Jamie Moody
That the agenda for the November 4, 2025, 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 Lindsay Buszchak

That the minutes of October 7, 2025, be approved.

Carried

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 News October Edition 2 (October 29th, 2025)

New Business

1. Economic Action – Goal and Priorities Review

Petawawa Business Advisory members reviewed the presented goals and priorities for the Economic Action Update that the Economic Development Department is working on as part of the completion of the BR&E. Christine indicated that she used the 2018 Economic Action Strategy, the 2020 CIP, the Branding, Wayfinding, 2024 FICE, and the 2025 BR&E consultations and public engagements when preparing the document.

PBAN members asked about the CIP review and process, which is planned for 2026. Other comments were related to specific actions or outcomes of select subsections.

Moved by Christina Schramm

Seconded by Cindy Sell

PBAN supports the proposed Goals and Priorities for the Economic Action Update, which reflect multiple consultations and desired results expressed by the business community and the public.

Carried

Information (Business Openings/Milestones/Celebrations)

- Eva's Pizza opened in the former location of Milano's Pizza at 3515 Petawawa Blvd.
- Petawawa Kia is now under new ownership with Budd Mathieson as Dealer Principal. This is the second dealership for the Slaughter family
- Dante's Delicatessen is opening at 1011 Victoria St.
- Beauty Nails and Spa is open in the Petawawa Market Mall
- Rise Kind Holistic Health has opened at 7 Hilda St.
- Petawawa Car Wash has a new CAF owner – leasing the space and revitalizing the equipment
- Zaffron Bistro is undergoing renovations to include a sit-down service.

2. Petawawa Ramble

A general discussion and review of the success of the event occurred. Christine highlighted some potential alterations for 2026. The Ramble Committee will meet to plan and discuss.

Members of PBAN did not like the voting. They expressed that the general votes – using a phone it was lengthy to go through all the businesses. It seems that no matter what we do to address the voting, there is some level of dissatisfaction. We will look to see if another platform works better for next year.

3. Veteran Business Vendor Expo

The Veteran Business Vendor Expo held on November 1st was a good success. Many the public came out to support the participating businesses. Jill indicated that she spoke with many of the vendors, who were very pleased with the attendance and sales. Christine noted that many of the food vendors sold out or almost sold out of products. A few new attendees this year, which is positive. Of the 50 businesses invited to participate, we had 20 attend. There are always a couple of last-minute cancellations. Christine encouraged attendees to participate in the door prizes (220 submissions) and learned that the live radio spots were working and drawing people in. Jill asked if, for next year, we might alternate between the local radio stations. Staff agreed that they would look at the option. The early November date works, so staff will see about booking the space for next year.

4. Merry and Bright – Holiday Tailgate

The Quality Inn and Suites Petawawa has agreed to sponsor the hot chocolate this year. Jamie noted that it will be a bougie affair as both of his staff members named Mercedes are volunteering. There was a discussion about where the fundraising proceeds would go. Many local charities were considered, and ultimately, it was agreed that for this year, we would like to support the Child Poverty Action Network (CPAN). Jamie set a fundraising goal of \$2,000. Jamie will reach out to CPAN.

Moved by Cindy Sell

Seconded by Jamie Moody

The fundraising proceeds from the Holiday Tailgate Market event will go to the Child Poverty Action Network.

Carried

Round Table

Jill spoke of the store conversion to Christmas after the Remembrance Day ceremony. She spoke of the value of Black Friday for the business cash flow, noting that traditionally, November and December are the two best sales months. Jill indicated that there have been some supplier switches lately, which means they are learning new inventory cycles. Jill spoke positively about the Veteran Expo and noted that her sales at the event were good.

Christina reported that they are very busy and recently hired two team members as part of their organization's restructuring. Christina spoke about the deployments and their impact on the community and member families. Christina regularly attends Oktoberfest and indicated that attendance this year was lower than in past years. Everything from so many area events to the challenging financial circumstances for most was cited as a likely contributor. In Christina's coaching business, she is navigating the highs and lows of participation. Christina also became a Canadian citizen! Congratulations Christina!

Cindy reported that ReMax was a proud sponsor of treat accessibility. She noted that the participation and appreciation for this program are well-received by the community. Cindy noted her activism and engagement as a member of the political affairs committee for the area real estate board. Cindy noted that Precise Hair Design business is available for sale.

Lyndsay reported that she is currently underwriting for two brokers and has been very busy. She noted that the Bank of Canada rate decreased .25 percent. Lyndsay missed the speed dating event hosted by the Chamber of Commerce in Arnprior but would like to see a similar event happen here in Petawawa.

Jamie reported that he recently attended the Power Sports Trade Show with Colin C and Chris N. While attendance at the event was down, the quality of the engagements was outstanding. They hope to attend this event again next year with a central Renfrew County presence. Jamie noted four room sales would pay for the participation, which he felt was entirely achievable. Jamie noted that the Pembroke and Petawawa Hotel Association was meeting again in December. They are talking about shared marketing and promotional opportunities. Jamie noted that business is great, 25% growth in October, and as of November 4th, they had already met the projections based on bookings. Jamie also noted that he secured a contract with CNL for 20 rooms for a four-week block.

Richard reported that Pints and Gourds during the Petawawa Ramble were sold out and that people really enjoyed the food and music. The Halloween event was mediocre, but it likely had to do with the Blue Jays game. Upcoming events include Sing Bingo, the Veteran documentary, and a host of private parties, including Christmas events. Richard reported attending the OVTA conference yesterday.

Adjournment

Moved by: Jamie Moody

Seconded by: Jill McLellan

The meeting adjourned to the call of the Chair at 11:02.

The next meeting will be on December 2, 2025.