



Minutes

In-Person Meeting, Town Hall, Petawawa ON September 2, 2025

Present:

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

Regrets:

Lindsay Buszchak
Val Hyska
William Grandy
Murray Rutz, Councillor

Also Present:

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

Welcome

Richard McNish called the meeting to order at 9:19 am.

Approval of Agenda

Moved by Jamie Moody
Seconded by Jill McLellan
That the agenda for the August 12, 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 Jill McLellan

That the minutes of August 12, 2025, be approved.

Carried

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 News August Edition 2 (August 14, 2025)
- Business News September Edition 1 (September 2, 2025)

The following business events are coming up:

- Petawawa Military Family Resource Centre and Renfrew County Community Futures Development Corporation are hosting a Career Fair on September 10th, 2025.
- Enterprise Renfrew County hosts the following webinars:
 - September 10th: Becoming a Certified Living Wage Employer
 - September 16th: Why Employee Ownership is Gaining Ground in Canada
 - September 16th: Your Endgame: Preparing for Business Succession
- Starter Company Plus intakes and information sessions for the fall are set for September 10th and 11th.
- The Upper Ottawa Valley Business Awards hosted by the Upper Ottawa Valley Chamber of Commerce are taking place September 27th at the Normandy Officers Mess on Garrison Petawawa. Former MPP John Yakabuski is to receive the lifetime achievement award.

2. Public Information Session Norman Street In and Out

There is a Norman Street Public Information Session on September 4th to discuss the new road connecting Petawawa Boulevard to Norman Street and to view concepts for the Kiddyland Park redevelopment. There is a small piece of land encroachment existing since 1975 that staff are trying to resolve as part of the development.

Information (Business Openings/Milestones/Celebrations)

- Dog House Brewing Company held its grand opening on August 23, with strong attendance. While the evening ticketed event was cancelled due to low advance sales, the brewery was busy throughout the evening. Richard noted the challenge of organizing events when participants wait until the last minute to purchase tickets.
- Ottawa Valley Busker Fest hosted a warm-up event at the Petawawa Container Market on August 22nd.

- The Blvd Pub is hosting The BLVD Fest in support of Music Healing Veterans on September 13th.

3. Veteran Business Vendor Expo

The Veteran Business Vendor Expo will be held on November 1 at the Petawawa Civic Centre from 10 a.m. to 3 p.m., featuring veteran-owned and operated businesses. The Town's Economic Development department is partnering with 104.9 myFM as media sponsor, providing radio and online ads as well as live cut-ins during the event. White Pine Bison is signed up for the food service (The Shed is away that week), and JJ Staley was suggested for live music. Vendor fees will offset advertising costs, and registration will open soon to attract more retail vendors.

4. Merry and Bright – Holiday Tailgate

The Holiday Tailgate Market and Santa Claus Parade will take place on December 6. Vendor registration has not yet opened. Staff inquired about alcohol service from Dog House Brewing. Richard indicated that he would confirm availability for that evening. PBAN members discussed other engagements for the public, including the return of the ice carver, adding the Grinch in place of a roving Santa, and exploring a partnership with Troyes Cinema for popcorn, while the Town will again serve hot chocolate by donation.

The parade route was discussed. PBAN would like to see the parade start and end at the Civic Centre property. It will provide washroom facilities for attendees, support the market attendance and engagement, and generate additional economic benefits, while maintaining the same parade route through nearby residential areas. A discussion with the Manager of Programming, Culture and Tourism would be required to discuss whether the parade route could be altered.

5. Events – general comments

Richard requested follow-up details on the outcomes of the Ottawa Valley Stomp Festival. Christine indicated that Colin Coyle had reported to Council that he had requested information, but none had been provided. A discussion about event protocols and process was noted.

PBAN members discussed engagements with other events, and while in the urban area, it seems that a constant renewal of events is what drives traffic and participation, here in the rural areas, the community is drawn to solid and time-tested events. A revival of the demolition derby was mentioned in relation to its popularity and draw at other municipal events.

Round Table

Jill reported that Watch My 6 has resumed operations in a scaled-back, veteran-focused format with a single intake. End of the Leash experienced a slower summer in retail traffic, but is now seeing gradual increases due to the postings. Planning has begun for Hell or High Water 2026.

Christina says the Military Family Resource Centre is has grown by two staff members. The MFRC is currently without an executive director. An acting director is in place for the time being. On the coaching side of things, the summer was quiet, but September is busy.

Cindy reported that REMAX Pembroke Realty has amalgamated with Scott Real Estate in Pembroke. The Pembroke office will be moved to the old Scott Real Estate building next to the post office. Due to how early in the month the PBAN meeting was held, the previous month's real estate numbers were not yet available.

Jamie says the Quality Inn & Suites will be featured in Stay Magazine with an article on one of the housekeepers. The hotel in Petawawa is ranked #1 for cleanliness and guest experience. An influencer is set to arrive at the Hotel on the 12th and 13th of September. Jamie will attend the ATV trade show again this year with Colin Coyle and Chris Neff of Laurentian Valley. He mentioned they are seeing people from the trade show engagements stay at the hotel in Petawawa.

Richard says August was busy. They are looking at bringing comedians back to the Brewery. Dog House will be participating in the Rotary Golf Tournament and LV Fall Flavours event. Patio season was busy. The Tap & Cork Route, which maps out brewers, wineries and distilleries in the area, has also been a success. There were queries about the reported high unemployment rates, lack of childcare and references to Petawawa's 2025 Business Retention and Expansion notes that less than half of employees (48.63%) at businesses are employed full-time.

Adjournment

Moved by Jamie Moody

Seconded by Jill McLellan

The meeting adjourned to the call of the Chair at 11:43 am.

The next meeting will be on October 7, 2025.