

Absentee Landlords Key Issue for Downtown It's all about image at inaugural Downtown Summit

by: Jennifer Layman
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On September 9, 2011, the City of Pembroke hosted a "Downtown Summit" at the Marguerite Centre. The goal was to solicit thoughts on improving Downtown Pembroke.

According to Susan Ellis, Manager of Economic Development, Recreation and Tourism, the event went very well. "Many of the ideas are easily implemented," she says, "but there was consensus that absentee landlords were a major problem, and they need to be included in any next steps for downtown."

Ellis also said that the gathering agreed that the issues are not as simple as parking or raising taxes, but that to create a sustainable, vibrant downtown it will be necessary to engage the private sector and to capture the creative economy workers.

The session was facilitated



by Rhys Philips, an urban planning and architecture critic from Ottawa. Philips noted that "it is a city with quite real potential, but it will take a huge effort, time and a little luck to reach the magic tipping point."

Ideas that came from the Downtown Summit included:

- * Remove the CP rail berm and create a bike path to connect the waterfront to downtown.

- * One way streets with angled parking.
- * Cultural centre with a theatre and art gallery.
- * Public gathering place.
- * River boat tours.
- * Designate the Ottawa River as a heritage river.
- * Cultural events downtown and no car traffic days.
- * Local restaurant serving local food at the Farmer's Market location.
- * A bylaw squad to notify

- enforcement officer when bylaws are being ignored.
- * Community centre with fitness facilities (YMCA).
- * Better signage to the waterfront and to the entrance of downtown.
- * New sidewalks.
- * Public private partnership to form a non-profit corporation to buy vacant buildings in the downtown and rework them.
- * Define the role of the PDDC: Pembroke Downtown Development Commission.
- * Remove sidewalks.

What Happens Next?

Ellis says the next step is to form a working group of people interested in developing these long term strategies and investment plans that will be used to attract new interest in downtown, and encourages anyone who is interested to contact her office.

Additional feedback is being noted from Facebook, which continues online.

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Ottawa Valley Business (OVB) is a monthly publication covering business news and events throughout Renfrew, Lanark and Pontiac counties, as well as within the surrounding areas. OVB is published by Forward Thinking.

WHO READS US:

OVB is delivered twice a month via email to more than 3,000 businesses, government and organizations.

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CONTENT & SUBMISSIONS:

News, article suggestions and letters to the editor are welcomed and encouraged. Content will be edited to fit the space available. We welcome press releases and news from our local business community to be published free of charge. There is also no charge for posting business events on the events calendar.

CONTACT US:

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You can also find us on Facebook.

The Downtown Summit

Continued from Page One

Facebook Feedback

The City continues to solicit feedback through their Facebook page (Pembroke Tourism). Here are some of the ideas submitted there:

- * Tougher or more strict by-Laws in reference to the vacate windows/Buildings
- * Make the Downtown more pedestrian friendly and welcoming
- * A bowling alley
- * Places for teens to have fun
- * More affordable dwellings and some large apartments with the ability to house many, and much smaller homes.
- * Continue the flowers in front

of the College sponsored by businesses.

- * Encourage building owners to spruce up their vacant buildings. A simple display in a window and fixing broken windows goes a long way in appearance.
- * Students could paint murals on the windows of some of the vacant stores to pretty them up a bit.
- * The Town needs to market itself better to artisans and crafters. Perth, Merrickville, and other towns that have remarkable downtown cores have managed to attract artists and craft-type retailers.

8 Attract some big-name companies to open stores there (ie: Gap) and then smaller merchants might be compelled to open stores downtown.

- * Enforce a proper signage program. Half of the Downtown merchants have banners or plywood for signage. Most is not lit so when you travel at night the Downtown is dull and uninviting. Banners look temporary.

To add your comment, search Pembroke Tourism on Facebook and scroll down the page until you see a heading for the Downtown Summit.

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September 15
Payroll Information Seminar for New Employers. Canada Revenue Agency will review payroll requirements for deducting, remitting, and reporting amounts for the CPP, EI and income tax. 9:30am - 12:00pm. Free. Lanark-North Leeds Enterprise Centre. Phone: 613-283-7002 ext. 108 or cjames@LNLEC.ca

September 15
Due to growing interest in green energy solutions in the government, business and private sectors, Admaston-Bromley is hosting a presentation on solar projects at a regular council meeting. Presentation by Jp2g Consultants Inc. Members of the public are welcome.

September 16-18
Fall Showcase in Petawawa. Registering exhibitors now. Email Doug Stoneman at: stonemaninpetawawa@live.ca

September 17
Renfrew County Plowing Match. Hosted by Ron & Shirley Kasaboski, Queen's

Line Road, County Road 4 in Foresters Falls. Breakfast, live entertainment, competitive plowing, kids zone, wagon rides and more. For directions and information visit us at renfrewcountyplovmen.com

September 17-18
Rural Ramble. Agriculture and Food theme. Free to attend. For info, call 800-757-6580 or www.facebook.com/ruralramble

September 21
Provincial All Candidates Meeting hosted by the Greater Arnprior Chamber of Commerce. Nick Smith Centre. Doors open at 6pm. Meeting at 7pm. Written questions from the audience delivered by a moderator. For information, call 613-623-6817 or email info@gacc.ca.

September 24-25
Rural Ramble. History and Heritage theme. Free to attend. For info, call 800-757-6580 or www.facebook.com/ruralramble

October 1-2
Rural Ramble. Arts & Culture theme. Free to attend. For info, call 800-757-6580 or www.facebook.com/ruralramble

October 17
Bank of Canada presentation on the new Canadian currency to be released in the Fall of 2011. Part of the Upper Ottawa Valley Chamber of Commerce Small Business Week events. 6:00pm. Hosted

by the Algonquin East Branch in Barry's Bay. Opeongo Seniors Centre. \$8 members. \$15 guests. Refreshments provided. 613-732-1492 or manager@uovchamber.com.

October 18
Bank of Canada presentation on the new Canadian currency to be released in the Fall of 2011. Part of the Upper Ottawa Valley Chamber of Commerce Small Business Week events. 7:30am.

Location to be in the Pembroke/Petawawa area. \$8 for Members and \$15 guests. For info: 613-732-1492 or manager@uovchamber.com.

October 21
Upper Ottawa Valley Chamber of Commerce Small Business Week Tradeshow. Best Western Pembroke Inn. 10:00am-3:00pm. Members of the Chamber exhibit for free! For details, or to join the Chamber: 613-732-1492 or manager@uovchamber.com.

Note on Submissions:
Submissions to the Events Calendar are free and geared towards business events. Non-business submissions are welcome, but may be edited for space. Alternatively, you may submit your event for publication in 101 Things to do in the Valley, published three times annually for \$25.

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Business News Around The Valley

Liberal Candidate for RNP

John O'Leary is the liberal candidate for the upcoming provincial election in Renfrew-Nipissing-Pembroke. John is the Senior Education Advisor to the Premier of Ontario. He is the lead advisor to the government on all issues related to the province's public education system as well as post-secondary education. John brings a wealth of experience in progressively senior roles in the McGuinty government over the past five years, plus private sector experience with such groups as the Dairy Farmers of Ontario, the Chicken Farmers and other agricultural organizations. John's Ottawa Valley roots trace back six

generations.

Awards for the Arts

Nominations for the 2012 Premier's Awards for Excellence in the Arts are open. You can nominate an artist arts organization in Ontario for \$35,000 (artist) and \$50,000 (organization). Nominations can recognize a candidate engaged in any professional arts practice including (but not limited to) community arts, crafts, dance, music, opera, theatre, visual and media arts, writing or cultural industries such as book and magazine publishing, digital media, film, television and sound recording. Details at: www.arts.on.ca, by calling 800-387-0058 ext 6666 or by

email at: info@arts.on.ca.

Deadline is December 1, 2011.

Christmas Care Packages for the Troops

Send care packages to our troops serving overseas at Christmas. Last year the group sent 64 boxes and this year our goal is to send 100. If you are too far to send items, the organization will accept gift cards, personal letters, or cheques. Donation deadline is November 1 2011 to ensure the packages make it to the troops in time for Christmas.

The event coordinator is Jennifer Tuck. She can be reached at: troopcarepackages@hotmail.com.

Funding Announced

Miramichi Lodge and Bonnechere Manor will be applying for Personal Support Worker funding under a new program announced by the Ontario Ministry of Health and Long Term Care (MOHLTC). The funding is based on a "use it or lose it" principle, and the two county-operated long term care homes

are seeking approval to increase staffing hours to utilize as much of the available funding as possible.

Hunt Joins

Labour Market Group

Keanan Hunt, the former Small Business Development Officer at Renfrew County Community Futures Development Corporation is now working for the Labour Market Group of Renfrew and Lanark Counties. Hunt spent four and a half years with Community Futures.

Local Fundraising Program

EnviroBottles has introduced its new eco-friendly fundraising program to its business. The program is great for sports clubs, events and schools. The products include stainless steel bottles and Wrap-N-Mat reusable sandwich wrappers. These products can also be imprinted with your logo. For more information, visit www.envirobottles.ca.

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More Things to do in the Valley

September 25

St. Columbkille's Cathedral Parish Supper. Roast Beef, Ham and Bean Dinner. 11:30am to 6:30pm. 188 Renfrew Street in Pembroke. \$12/person. \$5/child under 12. Take out option available. Bazaar tables, candy booth and raffle tickets available. All are welcome.

October 22

Wine & Cheese Fundraiser by the Catholic Women's League of St. Columbkille's Cathedral in Pembroke. 7:00pm to 11:30pm. Knights of Columbus Hall at 170 Ellis Avenue, Pembroke. \$25/person for food, entertainment and silent auction. Proceeds to parish hall refurbishments.

**Did you miss being in 101 Things?
Add your event for \$25 here in our next issue.**

Business News Around The Valley

Jp2g Wins Contract

The City of Pembroke has hired Jp2g Consultants Inc. to perform the engineering design work for Agnes Street. The contract is valued at just over \$145,000. The City chose Jp2g even though another firm rated higher on the evaluation criteria.

RCHC Hires New Custodians

Robert Kennedy is the new part-time Building Custodian position in Deep River for the Renfrew County Housing Corporation. Kennedy commenced employment on June 6, 2011. Shane McGregor is the new full-time Building Custodian for the Renfrew site and Bill Berkins is the new full-time Building Custodian in Arnprior. Finally, Clint Roggie is the new full-time Building Custodian at the Pembroke site.

Jones is Green Party Candidate

The Green Party candidate for Renfrew-Nippissing-Pembroke is Kyle Jones; a 27-year-old from Kingston. Jones will be campaigning for local

local farmers and will spend most weekends in the riding.

Yakabuski

Campaigns on Change

Current member of provincial parliament, John Yakabuski is campaigning on the need for a change from the current Liberal government.

Yakabuski has been the MPP for the riding of Renfrew-Nippissing-Pembroke for eight years and hopes to continue as the elected representative. The election is October 6.

Dougherty Busy as NDP Candidate

The NDP Candidate for Renfrew-Nippissing-Pembroke is Brian Dougherty from Arnprior. Dougherty has dedicated his campaign to the memory of Jack Layton.

Contract Results

The County of Renfrew has received results from Tender PWC-2011-19 for the reconstruction of County Road 66 (Opeongo Road). The low bidder was Walsh Contracting of Barry's Bay with a quote of \$547,086.36. Other bids included: RGT Clouthier Construction (\$613,446.99),

Eastway Contracting (\$663,699.17), B.R. Fulton Construction (\$672,165.25), Cruickshank Construction (\$674,609.94) and Smiths Construction (\$921,044.36.)

New MNR

District Manager

Rick Watchorn is the new District Manager for the Ontario Ministry of Natural Resources in Pembroke. Watchorn has been on the job since April 18, and is originally from the Ottawa Valley though he has worked throughout Canada, from the Maritimes to western Canada.

ATVs on Highways

The Township of Brudenell, Lyndoch and Raglan has approved a resolution to amend the Ontario Highway Traffic Act to allow all-terrain vehicles and related machines be legally operated on highways. The municipality feels this would be a benefit to tourism and local businesses, and is looking for the County of Renfrew to consider the resolution and implement their recommendations.

Long Term Care Changes

The Ministry of Health and Long-Term recently announced changes to remove the financial barriers for spouses in long-term care homes who wish to live together in a two-bed room. As of April 1, 2011, long-term care homes are prohibited from charging spouses who reside together in a two-bed room the semi-private amount, as this type of room is now defined as a standard room as long as the spouses continue to occupy the room. To ensure that long-term care homes are not financially disadvantaged by this change, the Ministry issued a supplement for the new policy.

Carter A New Hire at County

David Carter is the new Human Resources Coordinator for the County of Renfrew. Mr. Carter joined the department on July 4, 2011 and comes from Vancouver, BC. He has experience in senior human resources and has worked in both the public and private sector.

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UPPER OTTAWA VALLEY
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Business News Around The Valley

Town Reviews Care Coach Operation

The Town of Arnprior might assume the role of operating the Care Coach in order to sustain the service through provincial grants. Dennis Harrington of the Arnprior Braeside McNab Seniors at Home Program brought the suggestion to the Town as a way to ensure continuation of the transportation service. The Care Coach charges \$6 per person and operates as a non-profit corporation. However, some taxi companies feel the service intrudes on their business. Reeve Walter Stack noted the Care Coach is similar to public transportation, which is supported through public grants. Council agreed to study the situation further.

Help for CP Rail Line Changes

Terry Veaudry told the Renfrew County Development and Property Committee that his organizations (Ontario Federation of Snowmobile Clubs District 6 and the Renfrew County ATV Club) would help advance the former rail line property for recreational trail use. The organizations have a combined membership of 1,800 with 90 percent being from Renfrew County. Veaudry said the

move would keep the corridor in the public, while providing an economic benefit for increased access to businesses.

1,300 Use OVWRC

Environmental Days

In 2011, over 1,300 residents dropped off materials Ottawa Valley Waste Recovery Centre's Environmental Days. These Days are held throughout the Centre's partner municipalities and happen at no charge to the residents. In 2011, residents disposed of over 13,000 litres of oil, 1,400 kilograms of batteries, over 15,000 litres of paint, 174 propane tanks, 4,800 kilograms of tires and over 18 tonnes of electronic waste. This is only a small portion of the total amount of material collected at the events. For a list of acceptable materials and operating hours visit ovwrc.com.

Contactor Sentenced to 71 Days in Jail

Renfrew-area contractor Philip Slobodzian was sentenced to 71 days in jail and his company, PSC New Home Construction Inc., was fined \$90,000 for violating Ontario's Consumer Protection Act. Between March 2009 and May 2010, Slobodzian entered into contracts to replace roofs and shingles on the properties of several Arnprior and Ottawa

area homeowners. In many of the cases, he failed to perform the work or removed existing shingles and siding and failed to deliver new materials. The court found Slobodzian and PSC New Home Construction Inc. guilty of several charges. As part of his probation, he has been ordered to perform 75 hours of community service and pay restitution of \$37,946 to five homeowners. For more information on the Consumer Protection Act, visit www.ontario.ca/consumerservices for tips and advice on how to be a smart consumer.

Mayor Wants Input

Dave Shulist, the Mayor of Madawaska Valley wants feedback on how to brand his municipality. Shulist solicited comments from his counterparts at Renfrew County Council. Among the ideas being talked about is being home of the former Avro Arrow pilot Janusz Zurakowski; home of the Guinness Book of Records largest red oak leaf; and being the only Ottawa Valley town with a water tower from the railway era. Anyone with ideas can contact Mayor Shulist at: mayor@madawaskavalley.ca.

O'Neil Stands Alone in Purchase Decision

Pembroke City Councillor, Terry O'Neil, was standing all

by himself against a council decision to award a local tender to a Toronto area firm, after that firm beat out a local company by \$7,000. The product was four pick up trucks and 6910009 Canada Inc. bid \$60,082 plus HST to be the lowest bidder. Butler Chev-Olds, a Pembroke company, was the second lowest bidder at \$67,972. Both came under the \$72,000 budgeted for the purchase by the City. O'Neill says the City has previously favoured local bids when the price difference was not substantial. O'Neill brought forward a motion to have the bid go to Butler's but was defeated, after receiving no support from any member of council. Councillor Dan Callaghan brought the motion to approve awarding the contract to the Toronto company, which passed only with O'Neill voting against.

PRH Receives MRI

The province of Ontario is pledging extra funds to the Pembroke Regional Hospital for a new MRI machine. The Hospital will be raising \$4.5 million to cover the cost of the machine and renovations to the facility that would house it. The Province will donate \$800,000 annually to cover the cost of running the machines.

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Valley EFAP has no waiting lists or time-limited services. Our pricing structure is very reasonable when compared with private counselling. Prospective clients are contacted within two business days and services are offered within the week. The cost to the employer is approximately \$1.00 per week, per employee.

For further information contact Valley EFAP at 613-735--2116 or visit them online at: www.valleyefap.com.

City Keeps \$630K Spend Quiet

Lawyer for contractors files FOI request

by: **Jennifer Layman**
Jenn@ovbusiness.com

There is still no response from the City of Pembroke on the issue of the \$630,000 un-tendered project for the extension of Frank Nighbor Street and the entrance to Algonquin College. However, there is more news from the contractors.

RGT Clouthier Construction, Do-All Construction and H and H Construction have joined together to work with a lawyer for a Freedom of Information request to request documents from the City that will hopefully help them understand how a contract of this size did not go to tender. Shawn O'Connor, a partner

with Kelly Santini Law Firm in Ottawa, updated the current situation.

"The City of Pembroke has indicated that they received our request under the Freedom of Information Act, and they are now determining the cost of the request," explains O'Connor. "We have asked for any documents relating to how the City came to the decision that this complied with their procurement policy."

O'Connor says neither he nor the contractors have received any information from the City either to explain their decision, and says "we're learning as we read things in the media so it's a good job that there is a light shining on it." It is for that reason that the Freedom of Information

request is being pursued.

"We are not seeing how their action matches their procurement policy," he says. "Council can only act in accordance with its bylaws."

When asked if he knew why the City would choose not to explain their position, which they have said publicly is supported by a legal opinion, O'Connor explained that if they were to disclose their reasons for not tendering the contract, then they would lose privilege to the entire discussion, and not just whether they were able to award a contract without going to tender.

"That doesn't mean they couldn't have done a better job of explaining their decision," says.

"It is very interesting to work for people who cannot make anything from this," he says, referring to the three contractors. "Their hope is to make the system open and transparent."

"If this were a municipal election year instead of a provincial one, this could have been an election issue."



a matter of fact

Election Issues

Most important to voters in the October 6 election

23%

Jobs and Economy

15%

Healthcare and Medicare

9%

Taxes, Tax Reform, GST

7%

Deficit, Government, Debt and Spending

4%

Education, Schools and Universities

3%

Environment and Pollution

3%

Oil and Gas Prices

2%

Poverty, The Poor, Welfare and Homeless

2%

Social Services, Pensions, Daycare and Housing

2%

Government, Politics and Political Leadership

2%

Energy Concerns (Alternative and Coal)

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Highways, Roads and Infrastructure

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Seniors and Aging Population

Source: Ipsos Reid

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Business News Around The Valley

Gallant Tours ETM
MP Cheryl Gallant toured ETM Industries in Pembroke to see how the local manufacturing business put its funding through the National Research Council (NRC) Canada Industrial Research Assistance Program to work. ETM Industries, received \$50,000. The manufacturing company provides precision components in mining, automotive aerospace and telecommunications. Gallant said that funding for ETM Industries is part of the Federal Economic Development Agency for

Southern Ontario which is funded by the Federal government and administered through CFDCs.

Toyota Dealership to Open By End of 2011

The new George Jackson Toyota dealership in Horton Township may open by the end of 2011. The 15,000 square foot building is nearly complete with a geothermal heating system and a catchment Pond. The dealership will have a larger service garage and will house one bay each for alignment and underspray, and two bays for detail and four for

mechanical. The current staff of 16 could rise in the future.

By-Election in Deep River

The Town of Deep River is pursuing a By-Election to replace the vacancy from Councillor Chris Carroll who left Council to assume the position of Treasurer for the Town. Candidates must file nomination papers by Friday, October 14, 2011 at 2:00pm. There is a \$100 filing fee. Voting will take place on Saturday, November 19, 2011 from 10:00am to 6:00pm and on Monday, November 28, 2011 from 10:00am to 8:00pm. More details will follow.

Forrest Opens New Office

Pat Forrest is the new owner and Broker of Record for Prime Valley Realty. The office will serve most of the Upper Ottawa Valley and West Ottawa. Prime Valley Realty has implemented a sliding fee scale where most houses will have a realty fee starting at 4% reducing as the list price goes higher. Realty fees will be capped to a maximum amount which will save sellers money. For more information call 613-432-9123 or visit www.PrimeValleyRealty.com.

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Speaker: Len Davies, Legacy Planning Group, BDC Consulting



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Making Your Marketing Sustainable

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Sustainability isn't just an environmental term. Sustainability in marketing is the second most critical element in the plan, the first being your message. If your marketing plan isn't sustainable, you won't be successful. But does this mean that if you start to work on marketing that you are tied to a consultant for the rest of your life? Maybe, maybe not.

Sustainability is another way of saying "we have someone that will continue to do the work." That person could be someone within the business, outside the business or a combination of both. Here is a brief look at all three options.

Within The Business

Good marketing strategies look easy, and you, the business owner or person involved with this part of the business, might feel that "hey,

I can do this. It's not that hard." For one thing, if you have hired someone to give you a marketing strategy, perhaps it is because you felt their expertise would be helpful to you. When the time comes that you consider doing this on your own, remember why you hired them in the first place. While it may be easy to make time for marketing when everything is fresh and new and exciting, making time to keep it that way (sustainable) may not be so inviting. There are two key things to consider when deciding whether or not to take on the role of yourself: 1) Is the money I will save in not having to pay a consultant worth the time I will personally spend to look after this? 2) Am I good at following through on things or do I usually end up letting things slide a little in favour of more exciting choices?

Outside the Business

When someone else handles your marketing sustainability, you automatically have someone to hold accountable. Your role then becomes the

person who is reported to, as opposed to the person who needs to create the report. You get the benefit of making the decisions, without having to do the work to get there. Most people choose this option are of the belief that they want the best possible outcomes for their company. They hire people for their expertise and enjoy seeing it work for their business.

If you choose this option, I would suggest having frequent "check-ins" with the consultant the first little while. I have found that this works for two reasons: 1) it keeps the consultant responsible for doing what they said they would do, and 2) it eliminates an opportunity for larger problems to develop.

Within and Outside Working Together

If you know you cannot commit to keeping your marketing sustainable on your own, but you don't know if you totally feel comfortable with being only the decision-maker, the ability to work within your consultant might

be a good bridge. This allows you to still be part of the creative process, and learn some marketing insights, while also having a professional who understands where you are coming from, to assist you as you go. In my experience, this type of relationship works best when you brainstorm together, but the consultant does the work to develop those ideas and the client approves the ideas they feel are do-able. You have to respect each other's knowledge and use that to your advantage. If the consultant starts trying to run the business or the business owner starts trying to do design work, you may have to revisit the role that each has in this relationship.

Of course, there are times when you are not limited to one of these categories. In some cases, the business or the consultant takes on more responsibility, depending on the task to be done. The goal is to keep your marketing happening (sustainable) in your business.

Gathering a lot of paper on marketing and advertising?

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