



Vaudreuil-Dorion

PRESS RELEASE

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## **A Liaison Officer dedicated to merchants in the Harwood – De Lotbinière Area**

**Vaudreuil-Dorion, January 29, 2021** – The City of Vaudreuil-Dorion is pleased to welcome the appointment of Ms. Johanne Béliveau as Liaison Officer for the Vaudreuil-Soulanges Local Development Centre (Développement Vaudreuil-Soulanges – DEV). Ms. Béliveau's primary mandate will be to strengthen communications with merchants in the Harwood – De Lotbinière area.

The repurposing of the Harwood – De Lotbinière area is included among the City of Vaudreuil-Dorion's flagship projects. With this in mind, the City adopted the Harwood Special Planning Program (PPU) in the spring of 2017. As a component of the urban planning scheme, this tool will make it possible to plan the development of this area more accurately, an area where, since the plan's introduction, the City has multiplied its efforts to foster its revitalization. Several buildings have been renovated and there is increasing pressure to build a bypass route that would allow Boulevard Harwood to become a true urban boulevard. "The Revitalization Committee has recommended that the City hire a Liaison Officer specifically dedicated to the area's merchants. We therefore entrusted DEV with the mandate of overseeing this resource. This collaboration between the City and DEV will greatly benefit our merchants," said Mayor Guy Pilon.

Ms. Béliveau has extensive experience in municipal communications and was a business owner herself for several years. Her professional background and knowledge of strategic issues affecting the business community will enable her to develop effective relationships with commercial clientele in the Harwood-De Lotbinière area.