

Wednesday, February 1, 2023

Euchre Night at Stafford Park

Date and Time: Wednesday, February 1 6:45 pm - 9:00 pm

Address: 641 3rd Ave S, Pembroke, ON K8A 7A5

Join us every Wednesday night at Stafford Park for Euchre Night!

Everyone is welcome - just show up at 6:45 PM. It is \$2.00 to play and the group can accommodate up to 36 players.

Hope to see you there!

Tuesday, February 7, 2023

Council in Committee Meeting - February 7, 2023

Date and Time: Tuesday, February 7 5:30 pm - 7:00 pm

Address: 460 Witt Road

COUNCIL: Join us for our Council in Committee Meeting!

[View agenda](#)

The meeting will be livestreamed via our YouTube channel.

Wednesday, February 8, 2023

Euchre Night at Stafford Park

Date and Time: Wednesday, February 8 6:45 pm - 9:00 pm

Address: 641 3rd Ave S, Pembroke, ON K8A 7A5

Join us every Wednesday night at Stafford Park for Euchre Night!

Everyone is welcome - just show up at 6:45 PM. It is \$2.00 to play and the group can accommodate up to 36 players.

Hope to see you there!

Tuesday, February 14, 2023

Music Jam

Date and Time: Tuesday, February 14 1:00 pm - 6:00 pm

Address: 1 Henan Road, Laurentian Valley

Come out and play or just listen and enjoy!

Admission: \$2

- Beverages must be purchased at the bar. Even water.
- NO PA.
- You are invited to bring a personal amp. If you don't have an amp perhaps someone might be willing to share.
- Please arrive well before start time to guarantee your place.
- Good reason to be late, let a friend or me know and a spot will be reserved for you.

Wednesday, February 15, 2023

Euchre Night at Stafford Park

Date and Time: Wednesday, February 15 6:45 pm - 9:00 pm

Address: 641 3rd Ave S, Pembroke, ON K8A 7A5

Join us every Wednesday night at Stafford Park for Euchre Night!

Everyone is welcome - just show up at 6:45 PM. It is \$2.00 to play and the group can accommodate up to 36 players.

Hope to see you there!

Saturday, February 18, 2023

Ice Fishing Derby

Date and Time: Saturday, February 18 11:00 am - 3:00 pm

Address: Lemke Lake

Registration closed - at capacity

The 4th annual Ice Fishing Derby is back!

Event Details:

- **Date:** Saturday, February 18, 2023
- **Time:** 11:00 am - 3:00 pm
 - 11:15: Introduction to the Derby and Ice Fishing Procedures
 - 11:30: Derby starts
 - 12:30 – 1:30: Free BBQ hot dog lunch (including snacks, water, and juice)
 - 2:30: Derby ends
 - 2:45 - 3:00: Presentation of prizes to winners
- **Location:** Lemke Lake located at the corner of Doran Road and Barron Canyon Road in Laurentian Valley (62 Barron Canyon Road)
- **Cost:** FREE for all
- **Lake Entrance:** Path off Barron Canyon Road
- **Parking:** **only along Barron Canyon Road** and additional parking at Shaw's Lumber yard (**absolutely no parking on Doran Road due to snow plow removal**)
- Hot dog lunch and hot beverages provided
- Upon arrival we ask everyone to check in at the LV Tent that will be set up on the lake located close to the entrance of Barron Canyon Road (Family Day Weekend no proof of fishing licence required)
- Porta potty will be on site

Requirements to Participate:

1. must register
2. must have fishing equipment & own seating (event organizers will drill fishing holes if needed)
3. fishing licence not needed for this event

Event Prizes:

- Top Prize - Longest Fish
- 4 Runner-Up Prizes - 2nd, 3rd, 4th & 5th Longest Fish
- Additional door prizes + more

You may measure fish that are caught at anytime during the derby at measurement station headed by Rick Klatt

Event Guidelines:

- catch and release
- dress accordingly for no shelter and possible slush (proper boots)
- you are encouraged to bring your own scoops and augers, however event organizers will drill holes if preferred
- bring own bait (worms suggested)
- you may bring a portable ice hut for shelter (shelter will not be provided)
- only one line per angler
- may consider bringing a shovel if you want to clear your fishing area (some years have had a good layer for snow over the ice)
- you may measure fish that are caught at anytime during the derby at measurement station headed by Rick Klatt
- your largest catch will be recorded as your entry in the derby, however each catch will enter you into a draw for a door prize!

Disclaimers: Fishing Derby will be held weather permitting. Please only register if you plan to attend event in order to budget properly for the luncheon.

[Register here](#)

Monday, February 20, 2023

Office Closed - Family Day

Date and Time: Monday, February 20 8:30 am - 4:00 pm

Address: 460 Witt Road

Please note that our office will be closed today, Monday, February 20th for Family Day.

Tuesday, February 21, 2023

Regular Council Meeting - February 21, 2023

Date and Time: Tuesday, February 21 5:30 pm - 7:00 pm

Address: 460 Witt Road

Regular Council Meeting– February 21, 2023

For immediate release: February 13, 2023

What: Regular Council Meeting

Where: Township of Laurentian Valley Council Chambers and livestreamed on the Township's YouTube Channel

When: Tuesday, February 21, 2023 at 5:30 pm

The Township of Laurentian will be conducting a Regular Council Meeting on Tuesday, February 21, 2023 at 5:30pm. The meeting portion will be livestreamed to the [Township's YouTube Channel](#) and can be viewed at the specified time above.

[View Agenda](#)

Wednesday, February 22, 2023

Euchre Night at Stafford Park

Date and Time: Wednesday, February 22 6:45 pm - 9:00 pm

Address: 641 3rd Ave S, Pembroke, ON K8A 7A5

Join us every Wednesday night at Stafford Park for Euchre Night!

Everyone is welcome - just show up at 6:45 PM. It is \$2.00 to play and the group can accommodate up to 36 players.

Hope to see you there!

Monday, February 27, 2023

Service Concierge - Merchandising + Consumer Behaviour Workshops

Date and Time: Monday, February 27 10:00 am - 3:00 pm

Address: 9 International Drive + Virtual

The final series of the Service Concierge Program is underway which is a joint partnership program offered by LV, the City of Pembroke, and the Town of Petawawa! This series is all about merchandising and consumer behaviour in the physical environment. Join specialist Carey McMaster of [TRAICON](#) as she delivers a 4 part program tailored to our service industry. Learn how first impressions go a long way for your business and how branding your storefront creates a positive consumer experience.

The series will be offered over 3 days in a mixed format and registration for the program provides you access to each session offering. Explore what each session has to offer below!

Monday, February 27th: Storefront Beautification + Merchandising

- 10:00 am - 3:00 pm (lunch provided)
- In-person at the County of Renfrew or attendees can attend virtually

Part 1: Community Improvement Plan (CIP)

Christine, Angela, and Katie will provide information about their respective CIP opportunities available to business owners. The aim of a CIP is to help guide township's/city's revitalization efforts. The CIP encourages the rehabilitation and improvement of privately held lands. Attendees will have the opportunity to learn and ask questions for further conversation.

Part 2: Storefront Beautification

In business, first impressions really count – especially in today's retail environment. Retailers expend a great deal of brainstorming and budget to create on-brand experiences inside a store but miss opportunities existing outside the front door. Boost your business' curb appeal to take control of first impressions.

In this workshop instructor will cover:

- Ways to Improve the Curb Appeal of Your Business
 - Façade Beautification
 - Ideas for Your Glass Window & Doors
 - Signs That Get You Noticed
 - Sidewalk Interrupters
 - Storefront Improvement Plan

- Window Displays – Your Stores First Impression for Walk-in Shoppers
 - Benefits of Window Displays
 - Types of Window Displays
 - Creating Compelling Window Displays That Attract Customers

Part 3: Merchandising

Merchandising is a proven, effective way of increasing sales in your retail store. And all it requires is forethought, preparation, and a thorough understanding of customer behaviour.

Merchandising is how products in a store are displayed and presented in order to encourage customers to buy. This includes shelf layout, promotional signage, foot traffic paths and pricing.

Merchandising is important for retailers looking to cultivate their brand, improve the experience of customers, compete with others in the sector, and drive sales.

In this workshop instructor will cover:

- The Ultimate Guide to Store Design and Layout
 - Understanding the Decompression Zone
 - Influencing Customers' Behaviour by Design
- How to Create Effective Product Displays
 - Display Design Theory
 - Elements of Visual Merchandising
 - Visual Merchandising Techniques
 - Finding Inspiration
- Marketing Strategies to Get People in the Door
 - Digital Merchandising Using Omnichannel Marketing in Retail
 - Creating a Visual Marketing Calendar

Tuesday, February 28th: Consumer Behaviour

- 12:00 - 1:30 pm
- Virtual

Understanding consumer behaviour is important for businesses because it can help them to make better decisions about their products and services. By understanding why people purchase certain products and how they use them, businesses can adapt their offerings to better suit the needs and wants of their target market.

In this webinar instructor will cover:

- Understanding Consumer Purchasing Behaviour
- Developing Your Consumer Profile
- Creating a Better Customer Experience (CX)

Wednesday, March 1st: Brand Identity

- 12:00 - 1:30 pm
- Virtual

Branding ensures you have a prominent position in the marketplace and gives your company personality and meaning.

Brands affect buying behaviour by fostering loyalty and ongoing sales. Over time your brand becomes associated with a level of credibility, quality, and satisfaction in the customer's mind.

A unique brand can have an enormous impact on your bottom line by giving you a competitive advantage over your rivals and helping you acquire and retain customers.

In this webinar instructor will cover:

- Creating an Authentic Brand Identity
- 7 Ways to Incorporate Brand Identity Into Your Retail Store

Registration

\$30.00 per person (this includes lunch and access to all 4 sessions)

[Register here](#)

For more details on the Service Concierge program you can also contact the respective [municipal representatives](#). A special thank you to [Enterprise Renfrew County](#) for being a co-host collaborator of this event as well.

Tuesday, February 28, 2023

Service Concierge - Consumer Behaviour

Date and Time: Tuesday, February 28 12:00 pm - 1:30 pm

Address: Virtual

The second day of the Service Concierge Program is underway which is a joint partnership program offered by L V, the City of Pembroke, and the Town of Petawawa! This series is all about merchandising and consumer behaviour in the physical environment. Join specialist Carey McMaster of [TRAICON](#) as she delivers a 4 part program tailored to our service industry. Learn how first impressions go a long way for your business and how branding your storefront creates a positive consumer experience.

The series will be offered over 3 days (with February 28th being day 2 of the materials) in a mixed format and registration for the program provides you access to each session offering. Explore what each session has to offer below!

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For more details on the Service Concierge program you can also contact the respective [municipal representatives](#). A special thank you to [Enterprise Renfrew County](#) for being a co-host collaborator of this event as well.

Music Jam

Date and Time: Tuesday, February 28 1:00 pm - 2:00 pm

Address: 1 Henan Road, Laurentian Valley

Come out and play or just listen and enjoy!

Admission: \$2

- Beverages must be purchased at the bar. Even water.
- NO PA.
- You are invited to bring a personal amp. If you don't have an amp perhaps someone might be willing to share.
- Please arrive well before start time to guarantee your place.
- Good reason to be late, let a friend or me know and a spot will be reserved for you.

<https://calendar.lvtownship.ca>