



## **Chair's Report, October 2016**

On behalf of the Board of Directors of your Central Counties Tourism (RTO6), welcome to another edition of our newsletter.

### **Get to know the Directors in your area!**

As you all (should) know we have a new Board of Directors in place and I encourage you to get to know them. Here is a list of their names and the area they represent (from East to West):

#### **Durham:**

[Kristyn Chambers](#)

[Paulina Alamo-Metuaze](#)

[Todd Morgan](#)

[Jennifer Cooke](#) (Chair)

#### **York:**

[Rob Kadlovski](#) (Vice-Chair)

[Divya Sinharoy](#)

[Jonathan Wheatle](#)

[Karyn Stone](#)

#### **Headwaters:**

[Rebecca Landman](#)

[Nanci Malek](#)

[Shannon Smith](#)

[Derek Edwards](#)

#### **Directors at Large:**

[Kristy Adams](#)

[Cathy Bartolic](#)

[Sandy Quiteria](#)

#### **MTCS, Tourism Advisor (RTO6):**

[Caroline Polgrabia](#)

These are the people who have volunteered to represent tourism operators in the Central Counties region. I encourage you to get to know them and to get to know more about the services and programs provided by Central Counties Tourism.

### **Board Retreat**

The annual Board Retreat was held September 27 & 28 at the Millcroft Inn and Spa outside the Village of Alton (Caledon). Despite the beautiful surroundings, the Central Counties Directors participated in an extensive orientation program and a detailed review of the organization's [2015-2017 Destination Management Plan](#) (DMP). If you're not familiar with the DMP, use the link provided to check it out. It is important that you are aware of the parameters of the DMP as this is the document that guides the "evolution" of Central Counties. I would like to thank William (Bill) Allen for doing such a great job of facilitating these sessions.

During the DMP discussion, the question was raised about how Central Counties can do more to facilitate and promote our tourism industry and partners. One of topics raised was the concept of advocacy – being a strong (and sometimes loud) voice for you! For example, one of the points raised was the impact (real and potential) of Airbnb on our accommodations sector. What information do we need to be discussing with the Ministry of Tourism, Culture and Sport? There are other policies and regulations that are impacting the tourism sector. What are they? What should we be doing to help you reduce the impact on your business?

Finally, sometime around mid-October, the Ministry will be distributing a survey to evaluate how the RTO's are doing – are there gaps that that need to be addressed in the services and programs that we provide? Central Counties plans on adding some questions that are specific to our area. I know surveys can be tedious and take up valuable time but it is extremely helpful to planning for future needs if you



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would take the time to complete and submit the survey. Be honest and open with your assessment of how we are doing and where we can do more.

As Chair of Central Counties, I hope you will reach out and make contact with the Directors in your area and keep them current on your activities and anything that is impacting your business.

**WE ARE STRONGER TOGETHER!**