



## CENTRAL COUNTIES TOURISM

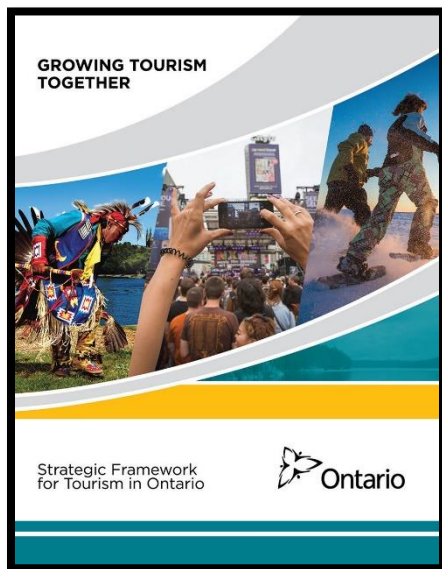
Chair's Corner – December 2016

The last few weeks have been challenging to say the least.

First, Central Counties Tourism (in fact Ontario Tourism) lost one of its leaders – Ron Munro. Ron passed away on November 19<sup>th</sup> after a long battle with cancer. Most of us were very surprised and saddened by Ron's passing as he had been a true tourism champion as the past Chair of Headwaters Tourism and a two-term Chair of Central Counties Tourism. One of Ron's legacies is the completion and implementation of the Central Counties Tourism (RTO6) Destination Marketing Plan. On behalf of Central Counties, we express our sadness at the loss of a truly good man and friend.



The Ministry of Tourism, Culture and Sport launched its new "Growing Tourism Together" [Strategic Framework for Tourism in Ontario](#) at the recent Ontario Tourism Summit in Ottawa. The Strategy recognizes the contribution that Ontario's tourism industry makes to our economy and quality of life by creating jobs, promoting pride of place and celebrating the diversity of communities across the Province. It is a tad lengthy but it is a good read as it outlines the priorities that the Province intends to champion moving forward. It speaks to collaboration and partnerships – both very familiar activities for those who have worked with Central Counties. The strategy was preceded by the release of [Ontario's Tourism Action Plan](#) (both can be found at: <http://www.mtc.gov.on.ca/en/tourism/framework.shtml>).



One more thing, a significant outcome of the September Central Counties Board Retreat is the way we will recruit new Directors for the Board. We are working on a stronger recruitment and orientation process that we know will help people like you – our stakeholders – consider increasing your participation in the activities and direction of the tourism industry by becoming an active Director. If you are interested in finding out more about

being a Director, please contact me, Jennifer Cooke, at [chair@centralcounties.ca](mailto:chair@centralcounties.ca). It is a discussion I would love to have! On behalf of the Board of Central Counties Tourism, we wish all of you a safe and prosperous holiday season.