



## CENTRAL COUNTIES

### Chair's Corner – February 2018

I was trying to think about some pearls of wisdom that I could impart to you – our stakeholders – unfortunately, I came up with nothing. I did have somewhat of a revelation though. This will be one of my last “words” (as I call them) as my tenure as Chair of the Central Counties Tourism Board of Directors is coming to a close. I step away from the Board as of the 2018 Annual General Meeting schedule for this coming June 20<sup>th</sup>, after 6 years (2 terms) of service.

When I first came onto the Board, it was by invitation and I am not sure why I agreed. I have to admit that I was a big skeptic about the whole RTO concept - it just seemed like another layer of bureaucracy. Those first few meetings did little to change my opinion. We seemed to be working at cross purposes for awhile. The Board was working at getting to know the communities and stakeholders of RTO6/Central Counties; they had to figure out how to best represent and promote these stakeholders; and then, finally, design an organization that would be best positioned to promote and develop current and future tourism opportunities. Basically, they were trying to figure out (and plan for) what they wanted to be when they grew up.

It was a rough start...no doubt...but over the past 6 years, I have watched the Central Counties Tourism organization become a responsive and innovative tourism leader. We have found our focus and we know our mission. It has been a challenging adventure – one I am very proud to have been a part of.

Why am I rambling on like this? Good question. I was invited to be a member of the Board of Directors and now I am returning the favour. I invite you to put your name forward to join the 2018-2019 Central Counties Board of Directors. Being on the Board means 4-6 meetings per year; meetings are approximately 2 hours and usually includes lunch; a two-day planning retreat in September; and some committee work. Your new Board colleagues are some of the best and brightest in tourism today. The staff team that you will work with “connects all the dots” working with Central Counties stakeholders and other community players. Take a tour of our B2B website [www.centralcounties.ca](http://www.centralcounties.ca) to learn more about what you can look forward to when you join the Board. Be a part of the light that will guide this organization into the future. It is a ride that you will never forget...or regret.

One more thing, don't miss the 2018 Tourism Symposiums coming to your region in March – March 19/Hills of Headwaters; March 21/Durham; and March 22/York. You can find out more about this year's theme, “Gathering for Growth” at <http://centralcounties.ca/cct-events/training/>. While you're attending, drop by and check out the Nomination Committee booth and pepper us with your questions.

Thank you for reading this; thank you for being interested; and, thank you for being a partner with Central Counties Tourism. It has made a huge difference to us and to the community.

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