



CENTRAL COUNTIES

Chair's Corner – October 2017

Where has the time gone? Spring was our summer and now the fall is our summer! Every day I get up and try to figure out what Mother Nature has in store for us. I think one of the toughest jobs in the world must be a weather forecaster! But I digress...

Regardless (or maybe despite) the weather, the CCT Board of Directors and staff have been busy. The new Strategic Plan (aka Destination Management Plan or DMP) is underway. Stakeholder sessions were held and we asked you for your insight and advice as to CCT's direction moving forward. Staff, Directors and the FLOOR13 consultants (Pat Kelly and John Dunn) made notes of these for inclusion in the 2018-2020 strategic plan. To be effective and responsive to changing trends and needs, the strategic plan must be a dynamic (continuously evolving) document. Ideally to achieve this, the conversation that has started needs to continue beyond the completion of the strategic plan. I encourage you to be an engaged participant in the plans, programs and activities of Central Counties Tourism.

I know that you all have been very busy in your own businesses, but I want to stop for a moment to thank all of you who took time to participate in one of strategic plan stakeholder meetings that happened over the summer months. It means everything to Central Counties to know that our stakeholders are a significant part of our plan. When it's available (hopefully in early November) a copy of the draft plan will be posted on our website - www.centralcounties.ca. We will send out a notice that it is available and I encourage you to take some time to read it – and to send your comments and suggestions to chair@centralcounties.ca.

Till our next newsletter, be safe, be well and be prosperous!

Jen Cooke

Your success is our success. We can help!