



CENTRAL COUNTIES

Executive Director Update – April 2015

Hi!

As I was standing on a windswept lacrosse field on Saturday wearing a sweater and not a parka, it dawned on me that spring had finally sprung. This became more evident when I returned home and Trish handed me a rake and a yard waste bag. Spring is the season of renewal and that's not different at Central Counties. Our new fiscal started on April 1 and with came some new people. Please join me in welcoming Eleanor Cook and Stephany St. Louis to the Central Counties Team.

Eleanor is our new field consultant for Durham Region and will be building on the great momentum we saw last year. Eleanor can be reached at ecook@centralcounties.ca. Many of you from Headwaters know that Jo Fillery took ill at the end of March. The good news is that she is out of hospital and resting at home. As she recovers, it is important that we continue the amazing projects she had underway and we had planned for this fiscal. Stephany St. Louis has been working with the Headwaters team and has become familiar with many of the stakeholders over the last few months. Stephany has agreed to step in and assist Central Counties and Headwaters with the work Jo has been doing until she has fully recovered. Stephany can be reached at stephany@headwaters.ca

We are just in the process of finalizing the 2014-2015 year-end report for the Ministry of Tourism. Once we have completed it, we will post to our B2B site and provide you with a link in the next newsletter. For me, the most impressive change has been with the number of operators and stakeholders who are actively engaged with Central Counties. In our 2014 stakeholder survey a full 74% of respondents indicated that they had collaborated with Central Counties versus 35% the year before. We want to continue increasing that number.

There are some great opportunities for you in this newsletter. One of the most exciting is that Central Counties will provide FREE tourism ambassador training to municipalities, BIA's, Chambers of Commerce and other organizations in advance of the Pan Am games. Make sure you learn how, with one phone call, you can take advantage of this great opportunity.

Finally, things are moving ahead with our Destination Management Plan and I wanted to give you a heads up that in the next few weeks we may be asking for your input. This may come in the form of an email or call and we ask that you please take the time to participate. The more people that contribute to the development, the stronger the plan will be.

As always, I am always an email away. Please feel free to contact me at cthibeault@centralcounties.ca whenever you would like.

Have a great day!

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