



Executive Director Update – December 2015

One year ago, the Central Counties Board of Directors “pushed the pause button” to take a close look at what we were doing and why we were doing it. I’ll admit that when they told me this, I was shocked. I thought that we had been doing a good job. As it turned out, the board did too. The concern they had wasn’t about all the great things that we were doing but how these things fit into a clearly defined plan. This was a big piece of the picture that was missing.

So for the last year, the board, staff, DMO’s and other stakeholders have been working diligently to define what it is we are trying to accomplish, how we are going to get there and who is responsible for what piece of the puzzle. It has been an incredible journey that has been both exhausting and rewarding. Our volunteer Board of Directors has put in countless hours to bring the plan together and I want to thank them for their continuing effort and support.

We have come out the other end of the process focused and excited, with a thorough understanding of our roles and responsibilities. Your DMO leads have worked tirelessly at our sides as we align plans and determine who does what. There is a new sense of energy around the board table and through the regions that our staff can feel. It renews our passion for Central Counties and the potential it possesses in terms of tourism.

You will find links in this newsletter to the 2015-2017 DMP document and the Q3/Q4 Business Plan. Please keep in mind that the DMP is a living document. Board and staff are committed to building on each year’s success to push the need closer to meeting our strategic directions. I hope that you take the time to review them.

If you have any questions or would just like to reach out, I am always available at cthibeault@centralcounties.ca.

Have a great day!

Chuck