



## **Executive Director Update – Fall 2015**

Happy Autumn,

Central Counties is coming out the far end of our Destination Management Planning. The Board of Directors met to review the draft plan last week and we are now in the process of converting the findings and recommendations into the Strategic Direction for the organization. A big part of the plan is to identify and agree upon who does what in the delivery of tourism development, support and promotion for our industry stakeholders in areas where there is alignment of purpose. In a nutshell, it is recognized that every tourism organization has their own unique set of priorities that they must deliver. The Destination Management Plan will focus on areas where our priorities align.

In the coming weeks and months, we will be providing you with more information on the Destination Management Plan and the operational plans for the next 18 months. We look forward to working with you on our tourism journey.

Remember, that I am always available to chat. Please connect with me at [cthibeault@centralcounties.ca](mailto:cthibeault@centralcounties.ca)

Have a great day!

Chuck