



CENTRAL COUNTIES

Executive Director Update – June 2015

My household is suffering from a severe case of June-itis. Anyone with kids knows the symptoms. Uncontrollable energy. Short attention spans. Not wanting to go to bed at curfew. And daydreaming of the 10 weeks of freedom ahead. When I step back from the frustration of trying to get the three boys doing what still needs to be done, I realize objectively that in the tourism industry June is also a month of anticipation of the summer ahead. The big difference is that as the kids workload is winding down, ours is gearing up.

Central Counties exists to support and promote the tourism assets of the region and, as tourism providers, we count on your feedback to guide our way forward. This month, we are offering two great opportunities to do just that. The first is our AGM on June 22. Please register here [\[link to registration page\]](#) to learn more about some of our successes and our plans moving forward. As, if not more, important are three opportunities for you to help shape the future of the organization.

Central Counties is in the middle of developing a Destination Management Plan which will steer the course of the organization for years to come. There are several stages of the project and we are currently at the stage where we need your opinions. Understanding that you are all busy with your own businesses, we have attempted to make it as easy as possible to participate in this discussion by providing three different sessions – one in each region.

The first takes place immediately after the AGM (taking place in York) so, regardless of what region you live in, you don't have to make two trips for Central Counties activities. June 23, there will be a session in Durham Region and in Headwaters on June 29. Please [Click Here](#) for more details and to register.

I look forward to seeing you in the coming weeks and wish you all the most successful of summers.

Have a great day!

Chuck