



## CENTRAL COUNTIES

### Executive Director Update – May 2015

Good Day,

A few weeks ago I was at a conference in San Francisco. I had never been before and wanted to take in as many of the sights, sounds and tastes of the city and possible in my limited free time. While riding the cable car, the commuter sitting next to me asked where I was from. This simple question sparked a conversation that lead me to an incredible neighbourhood restaurant that I never would have found on my own. The waitress at that restaurant then told me about another great neighbourhood that was having a music and food festival the following day. I was admiring the unique architecture of that area when another local came up and began telling me about the history of the neighbourhood.

I would have had a good time exploring San Francisco from the tourist books. Instead, I had an incredible time learning about the real San Francisco through the eyes of people that lived there. People are the most valuable resource for tourism. It's not easy to strike up a conversation with a stranger and that is one of the reasons that Central Counties is supporting a Tourism Ambassador Program for the region. All municipalities, BIAs, Chambers of Commerce and tourism businesses (hotel associations, restaurants, cab companies, etc.) are encouraged to organize this incredible **FREE** Workshop for their stakeholders. All you have to do is pick the time, find a place to host it and perhaps supply some refreshments for the attendees. There are already 16 workshops being hosted throughout the region and we don't want you to miss out. Click [here](#) for more information.

Mark your calendars! On June 22, Central Counties is hosting our Annual General Meeting. In addition to a review of last fiscal, we will be talking about the current Transition Plan and, most importantly, will have Braintrust conduct a 90 minute session on the Destination Management Plan. This interactive presentation is meant to update everyone on the findings of the Destination Management Plan and to solicit feedback, input and validation for the opportunities identified and to explore possible development initiatives to be considered. This part of the DMP process is so important that we will host two stand-alone sessions the same week – one in Durham Region and one in Headwaters Region. We will let you know dates and times as soon as they are finalized so you can plan on being there.

Please take time to read all the great information in this newsletter. As always, I love meeting and talking with our tourism stakeholders and can be reached at [cthibeault@centralcounties.ca](mailto:cthibeault@centralcounties.ca).

Have a great day!

Chuck