



CENTRAL COUNTIES TOURISM



WELCOME MEMBERS!

ANNUAL GENERAL MEETING

June 14, 2023



CENTRAL COUNTIES TOURISM

# Welcome & Call to Order

June 14, 2023

# Chair's Welcome

Mike Whiston



# Land Acknowledgment

**Adriana Barbary**

Located in Toronto



CENTRAL COUNTIES TOURISM

# Land Acknowledgement

We acknowledge and honour that the tourism region known as “Central Counties” operates within the ancestral Territory and Treaty Lands of the Hiawatha First Nation, Curve Lake First Nation, Alderville First Nation, Mississaugas of Scugog First Nation, Mississaugas of the Credit First Nation, Mississauga First Nation, the Anishinaabeg, the Chippewa of Georgina, the Haudenosaunee and the Huron-Wendat Peoples, and is now home to many diverse First Nations, Inuit, and Métis Peoples.

We also fully embrace and respect that this region is governed by the ‘Dish With One Spoon’ Treaty. This Treaty requires and invites any subsequent newcomers to share the territory and protect the land in the spirit of peace, friendship, and respect.

Central Counties Tourism and the Indigenous tourism industry honour and respect this Treaty and are thankful that the original tour guides of these lands welcomed and continue to welcome us all to their territory. We believe working together in a mutually beneficial manner will help all Ontarians prosper through development of the tourism industry. Central Counties Tourism and Indigenous Tourism Ontario are pleased to be working side by side, together under a Memorandum of Understanding to help advance the Indigenous tourism industry in our regions.

# National Indigenous History Month & 2SLGBTQIA+ Pride Month



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- 2S recognizes Two-Spirit people as the first 2SLGBTQIA+ communities
- June 21 National Indigenous Peoples Day – the summer solstice

## Upcoming Events:

- June 16-17 - York Pride Festival, Newmarket  
[yorkpride.ca/pridefestival](http://yorkpride.ca/pridefestival)
- June 16 – Celebrate Your Awesome, Orangeville,  
[dufferincounty.ca/events/celebrate-your-awesome-pride-celebration](http://dufferincounty.ca/events/celebrate-your-awesome-pride-celebration)
- June 22 – Indigenous Peoples Day Celebration at Memorial Park by YRAC & IAC [/indigenouactioncommittee.com/upcoming-events](http://indigenouactioncommittee.com/upcoming-events)



# Approval of Agenda

## MOTION:

“THAT the Board of Directors approve the Agenda as presented on June 14, 2023.”



# Approval of Minutes

## MOTION:

“THAT the Board of Directors approve the AGM minutes of June 15, 2022.”





# Finance Presentation

Samuel Vander Baaren, MNP LLP

Audited Financial Statements of the  
corporation as at March 31, 2023.



# Approval of Audited Financial Statements

## MOTION:

“THAT the audited financial statements for the year ended, March 31, 2023 be approved.”



# Appointment of Auditors

## MOTION:

“THAT MNP, LLP be appointed as external auditors for Central Counties Tourism for the fiscal year commencing April 1, 2023 with remuneration to be fixed by the Board of Directors.”



# Governance Presentation

Chair Mike Whiston



# Slate of Directors, 2023-24

**Ana Stuart**, AgScape

**Bill Cutt**, The Millcroft Inn & Spa, Lais Hotel Property Ltd.

**Charles Banfield**, Regional Municipality of York

**Dwayne McMulkin**, Canada's Wonderland

**Geri Smith**, Black Creek Pioneer Village, Toronto and Region Conservation (TRCA)

**Jim Beechey**, Georgina Chamber of Commerce

**John Caneco**, Holiday Inn Express & Suites Vaughan Southwest, Element by Westin-Vaughan Southwest

**Kristyn Chambers**, Durham Tourism

**Lara Scott**, Town of Whitby

**Laura Gibbs**, City of Pickering - Cultural Services

**Leni Brem**, Tourism Industry Association of Ontario, Brem Consulting Inc.

**Michael Whiston**, Uxbridge Tourism Advisory Committee

**Shruti Ganapathy**, Markham Arts Council

**Susan Powell**, Headwaters Arts Board

**Tony Elenis**, ORHMA

**Trevor Crystal**, Tailwinds Inc. Bed & Breakfast



# Motion to Approve

## MOTION:

“THAT the Board of Directors approves the slate of Directors to serve on the 2023-24 Central Counties Tourism Board as of June 14, 2023.”



# Adjournment of AGM Meeting

## MOTION:

“THAT with no further business arising, the Board of Directors hereby adjourn the formal business AGM meeting.”



# DIRECTOR RECOGNITION

Angela Poletto,  
McMichael Canadian  
Art Collection





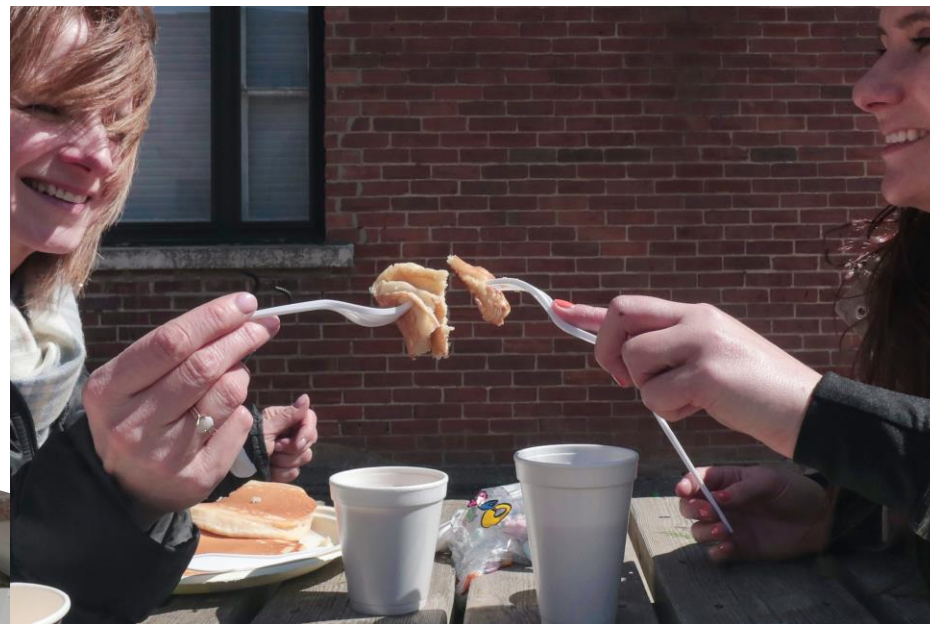
# Central Counties Update

Chuck Thibeault, Executive Director



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# 2022-2023 Highlights



# Tourism Relief Fund

- 115 completed projects
- Almost \$8M in federal funding leveraged against over \$23M in stakeholder investment
- 2.1M visitors in year one
- Over \$14M in tax revenue generated by projects
- More than 150 new permanent jobs created



# Business Development



- Networking events in Headwaters
- Development of new stakeholder-led trails and routes
- New community tourism plans
- 2023 tourism symposium

# Marketing Support

- 568,954 web visits leading to 325,860 referrals to stakeholders
- \$9.7M in earned media
- More than 500,000 social media interactions
- Several successful familiarization tours showcasing dozens of stakeholders



# Capacity Building

Central  
Counties  
Tourism

LEARNING  
LAB



## Social Media Marketing Program

The Social Media Marketing Program is a four-course series created to help you elevate the use of ...



## Tourism Ambassador Program

This course will give you a better understanding of the relationship between tourism, your business,...

# Capacity Building

Central  
Counties  
Tourism


LEARNING  
**LAB**





- Tourism Social Media Marketing
  - ✓ Get Tourism Social Media Ready
  - ✓ Get Tourism Social Media Savvy
  - ✓ Get Tourism Content Ready
  - ✓ Telling Your Tourism Story
- Strategic Writing for your Business
  - ✓ Your Brand in Words
  - ✓ Press Releases and Media Lists
  - ✓ Media Advisories and Photo Opps
- Grant and Funding Applications – Best Practices
- Research & Data – How to read it, how to use it





# Dashboard



Dashboard


Listings






Tourism Marketing  
CCT in Partnership: Spotlight on the Township of Uxbridge


[MORE FROM THE BIZBLOG](#)





B2B E-News: June 2022




E.D. Corner - June 2022

Partnership Opportunity  
Tourism Relief Fund


Partnership Opportunity  
Tourism Website Partnerships

Partnership Opportunity  
2022-23 Partnership Opportunities Program



VENUE  
Hockley Valley Resort


Due for an Update  
Last Modified: February 17th, 2021




ATTRACTION  
Hockley Valley Resort

Due for an Update  
Last Modified: January 28th, 2021

[+5 MORE](#)

JUN 15



Upcoming Event  
Central Counties AGM  
Wednesday June 15, 2022  
10:00am - 1:00pm

[SEE ALL UPCOMING](#)

AA Aaron ▾

☰

### Quick Links

[Register for 2022 Central Counties AGM June 15](#) **NEW**

[Tourism Relief Fund Deadline: May 15<sup>th</sup>](#)

[2022-23 Partnership Opportunities Program](#)

[COVID-19 Resources for Financial Relief](#)

[Ontario Staycation Tax Credit](#)

[Register for your Safe Travels Stamp](#)

[All COVID-19 Resources](#)

[Tools](#)





# Dashboard

**We will be watching (but not in a creepy way!)**

The new CCT login system will allow us to assist you in the best ways possible and give us the insights we need to evolve for YOU!

- Opportunities: which ones are most appealing to you?
- Programs: How are you developing?
- Research: Are you learning about your audience?
- Content Development: Are we telling your story in the right way?
- Promotion: Are you maximizing your marketing reach?

The screenshot shows the Central Counties Tourism login interface. At the top is the logo and the word 'Welcome'. Below it is a message: 'Log in to Central Counties Tourism to continue to Dashboard.' There are two input fields: 'Email address' and 'Password' (with a toggle for visibility). A blue 'Continue' button is below the password field. A link for 'Forgot password?' is also present. Below the button, it says 'Don't have an account? Sign up'. A horizontal line with 'OR' in the center separates the login section from the social login section. The social login section has two buttons: 'Continue with Google' and 'Continue with Facebook'.

# Research



- 244 research reports completed for stakeholders
- 2022 data was available in February 2023
- Secured new vendor so we can provide even greater visitor insights
- More and more stakeholders relying on research to make informed decisions.

# 2023-2024

- Partnership Program
- B2B Website Revamp
- New Learning Lab modules
- Augmented Reality
- Route Development Toolkit



Investment

*Networking*  
**Partnerships**  
*Expansion*  
**COMMUNITY**  
*Future*  
*Experiences*  
*Networking*  
**YOURSELF**  
**LEARNING**  
*Money*  
**TIME**



CENTRAL COUNTIES TOURISM



# Thank you Central Counties Members!

We look forward to connecting with you!

Your key B2B connectors:

B2B e-news, CCT Learning Lab

Sign up on the homepage at [centralcounties.ca](https://centralcounties.ca)