



CENTRAL COUNTIES TOURISM

WELCOME MEMBERS!

COLLABORATING FOR GROWTH & RECOVERY

ANNUAL GENERAL MEETING

Paramount Eventspace, Vaughan, Ontario



CENTRAL COUNTIES TOURISM

Welcome & Call to Order

June 15, 2022



CENTRAL COUNTIES TOURISM

10:00 am: Business Meeting

10:30 am: 2021 & Looking Ahead in 2022

11:00 am: Speaker Session - Shoulder Season Strategy

11:30 am: Shoulder Season Regional Networking Breakout

1:00 pm: Networking Lunch

Chair's Welcome

Nanci Malek



CENTRAL COUNTIES TOURISM

Land Acknowledgement

We begin today by acknowledging that we honour the land we are standing on today that is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples, and is now home to many diverse First Nations, Inuit and Métis peoples.

We also acknowledge this region is covered by Treaty 13 signed with the Mississaugas of the Credit; Williams Treaties signed with multiple Mississaugas and Chippewa bands; Treaties 18, 19 and 20 signed with multiple Anishinaabe people; and, Treaty 4 signed with the Mississaugas.

Approval of Agenda

MOTION:

“THAT the Board of Directors approve the Agenda as presented on June 15, 2022.”



Approval of Minutes

MOTION:

“THAT the Board of Directors approve the AGM minutes of June 23, 2021.”



Finance Presentation

Samuel Vander Baaren, MNP LLP

Audited Financial Statements of the
corporation as at March 31, 2022.

Approval of Audited Financial Statements

MOTION:

“THAT the audited financial statements for the year ended, March 31, 2022 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, 2022 with remuneration to be fixed by the Board of Directors.”



Governance Presentation

Chair Nanci Malek

Slate of Directors, 2022-23

Tony Elenis, Director at Large, ORHMA

Dwayne McMulkin, Director at Large,
Canada's Wonderland

Angela Poletto, York, McMichael Canadian
Art Collection

Jim Beechey, York, Georgina Chamber of
Commerce

Shruti Ganapathy, York, Markham Arts
Council

Ana Stuart, Director-at-Large, AgScape

Susan Powell, Headwaters, Headwaters Arts
Board

Kristyn Chambers, Durham, Regional
Municipality of Durham, Durham Tourism

Laura Gibbs, Durham, City of Pickering -
Cultural Services

Michael Whiston, Durham, Uxbridge Tourism
Advisory Committee

Trevor Crystal, Headwaters, Tailwinds Inc. Bed
& Breakfast

Leni Brem, Director at Large, Brem Consulting
Inc.

Sergei Petrov, York, York Region Arts Council

John Caneco, Director at Large, Holiday Inn
Express & Suites Vaughan Southwest, Element
by Westin-Vaughan Southwest

Lara Scott, Durham, Town of Whitby

Bill Cutt, Director-at-Large, The Millcroft Inn &
Spa, Lais Hotel Property Ltd.

Carol Maitland, Headwaters, Town of
Shelbourne

Nanci Malek, Museum of Dufferin (Past Chair)



Motion to Approve

MOTION:

“THAT the Board of Directors approves the slate of Directors to serve on the 2022-23 Central Counties Tourism Board as of June 15, 2022.”



Adjournment of AGM Meeting

MOTION:

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



DIRECTOR RECOGNITION

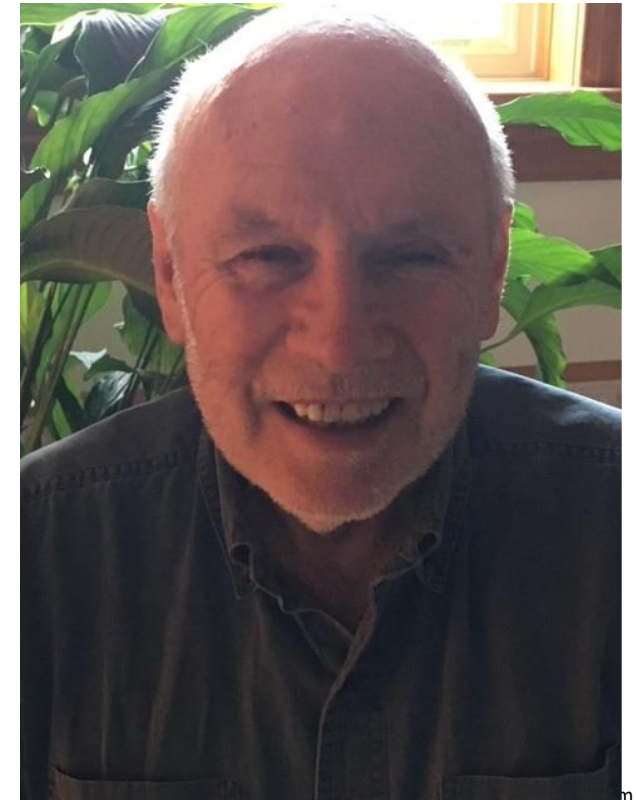
Kelly O'Brien



Chair Nanci Malek



Gary Brown



Ashley Travassos



TWEET!

#cctevents

Session Speakers

Coming up!

Chuck Thibeault, Central Counties Tourism

Greg Klassen, Twenty/31

Central Counties Update

Chuck Thibeault, Executive Director



CENTRAL COUNTIES TOURISM

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

**LEARNING LAB**




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

Quick Links

Register for 2022 Central Counties AGM June 15 **NEW**

Tourism Relief Fund Deadline: May 15th

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

Search...

JUN 15



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

SEE ALL UPCOMING

AA Aaron



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 prompt to log in to continue to the dashboard. There are input fields for 'Email address' and 'Password' (masked with dots). A 'Forgot password?' link is next to the password field. A blue 'Continue' button is below the inputs. Underneath is a link for '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



Uxbridge December Geo-Fence Data		# of Locals (0-40km)	% of Locals	# of Tourists (40+km)	% of Tourists	Total Count
December 2019	Visits	126,924	83.30%	25,438	16.70%	152,362
December 2020	Visits	122,565	87.24%	17,934	12.76%	140,499
December 2021	Visits	140,634	87.79%	19,566	12.21%	160,200
December 2021 vs 2020	Visits	14.74%	0.55%	9.10%	-0.55%	14.02%
December 2021 vs 2019	Visits	10.80%	4.49%	-23.08%	-4.49%	5.14%
December 2020 vs 2019	Visits	-3.43%	3.94%	-29.50%	-3.94%	-7.79%

Investment

Networking
Partnerships
YOURSELF
Expansion
STAFF
Money
LEARNING
Training
Future
COMMUNITY
Experiences
Networking
TIME

Greg Klassen

Shoulder Season Strategy

Planning for tourism recovery and addressing the challenges our region faces with regards to seasonality





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

Central Counties Tourism

Developing a Winter/Shoulder Season
Tourism

***Document is available for download on**
www.centralcounties.ca

