



Date: 26/07/2019

AGENDA ITEM SUMMARY

To: Chair and Directors, Cariboo Regional District Board

And To: John MacLean, Chief Administrative Officer

From: Alice Johnston, Manager of Corporate Services/Deputy CAO

Date of Meeting: Cariboo Regional District Board_Aug23_2019

File: 6750-01

Short Summary:

CCCTA – Request for Letter of Support for the Regional Destination Development Strategies

Voting:

Corporate Vote - Unweighted

Memorandum:

Further to the Tourism Marketing Update presentation provided to the Board at its May 24th meeting, the Cariboo Chilcotin Coast Tourist Association (CCCTA) is requesting a letter of support for its Regional Destination Development Strategies to enable them to move forward with the project.

The May 24th presentation, which includes the priorities and goals of the program, is attached hereto for your convenience.

Attachments:

- 1) Letter of request dated July 25, 2019
- 2) May 24, 2019 CCCTA Presentation

Financial Implications:

n/a

Policy Implications:

n/a

Alignment with Strategic Plan:

- ☐ Ensuring Sufficient and Sustainable Funding
- ☒ Building on our Relationships
- ☐ Providing Cost Effective High Quality Services
- ☐ Focusing on Being Well Governed

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CAO Comments:

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Options:

- 1) Endorse recommendation;
- 2) Receipt and other action;
- 3) Defer.

Recommendation:

That the agenda item summary from Alice Johnston, Manager of Corporate Services/Deputy CAO, dated July 26, 2019, regarding a request for support from the Cariboo Chilcotin Coast Tourist Association (CCCTA), be received. Further, that a letter of support be provided to the CCCTA for its Regional Destination Development Strategy.