



Newsletter West Chilcotin Tourism Association

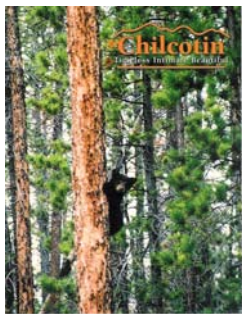
To all new and future members of the West Chilcotin Tourism Association (WCTA)

It's already 7 weeks since our AGM 2009 in Tatla Lake. Unfortunately there were not many operators who attended it. But the ones who did had great discussions about the WCTA and tourism in general. Thanks to Miriam Schilling and Geoff Moore from the CCCTA who attended the meeting as guest speakers.

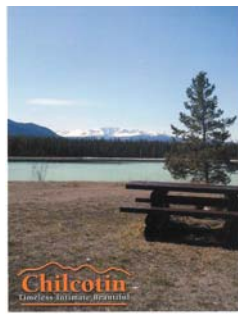
Please find attached a short version of the AGM Minutes.

A new idea to promote our area are our T-Shirts. They are white with our logo and the www.visitthewestchilcotin.com webpage on it. Each member will get a free one (please contact Heidi info@visitthewestchilcotin.com or call me @ 250-742 3 742 for your size). You can also buy them from us, \$ 10.00+Tax and resell them for \$ 15.00 or give them away as a present. The idea of the whole thing is to spread the name CHILCOTIN !!!!!

Another way to spread the word that there is a CHILCOTIN region are our Postcards.



LITTLE BLACK BEAR



PINTO LAKE



BLACK BEAR



McCLINCHY RIVER

All the postcards have a similar back side with our logo, our webpage, the lines to write the address and the name of the lake, place, mountain or the animal (also in French and German) that is on it. So far we have the 4 shown on top. You can buy them from us for \$0.25+Tax and we recommend a resell price of \$ 0.50 per piece.

If you have a great picture in high resolution, send it to me and we'll make another postcard out of it. The only thing we do not want on it is a Resort,

Lodge, Store or other operation on it. The cards should not be an advertisement of a business, it should be an advertisement for the WCTA.

On April 15th 2009 we received a letter from the Cariboo Regional District where they informed us that our grant application for Assistance in 2009 was not approved. The grant of over \$ 50,000.00 would have been a great help to our area and we would have used it for internet Cafés in Tatla, Nimpo and Anahim Lake, as well as for hiking trails and trailhead gazebos in these three communities. With the help from the CRD we saw the opportunity to increase the infrastructure for tourists and locals in the whole area.

But we haven't stopped trying. We just applied for another grant and whenever we hear of a program, we'll apply for grant money. If someone has an idea of what we could do to get some money, don't hesitate to contact us. We are happy for any suggestions we get.

Go and check out the Cariboo Chilcotin Fishing Guide 2009 and the Casual Country Magazine!!! We have a two page ad in both !!!! Looks great and it really should attract people from Williams Lake and area to come and visit us. At this point we would like to mention that because our ad turned out fuzzy in some issues of the Fishing Guide, the Williams Lake Tribune very kindly reimbursed us for that advertising cost. As a result, those folks that advertised in the Fishing Guide got a free advertisement in Casual Country. We would really like to thank the WL Tribune and hope you will support them as they have supported us.

And last, but not least, our Map / Brochure is distributed through **all of BC**. 44 different Visitor Centres display our Map / Brochure. They are all over the province: on the Island, in The lower Mainland, in the Kootney's, all along the border, in the Okanagan, on Queen Charlotte Island, along Hwy 16 and as far north as Fort St. John and Fort Nelson. Each tourist that stops at a Visitor Info Centre will have the opportunity to pick up one of our Brochures and learn more about our great destination.

Now I just would like to wish you a great summer and even when the bookings aren't as good as we all would wish for, we'll pamper our guests who do come and hope they spread the word that there is no place like the West Chilcotin !!!!!

United we are strong but separated we will falter.

On behalf of the board of Directors WCTA.

Sincerely

Bill Van Es - President