



May 2010 Member Newsletter

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

It's a long time since we put a Newsletter together. But now the Winter Olympics with all the great pictures we could enjoy on TV and in many magazines, we have to look forward to getting ready for the next summer season.

We are starting to get the info from our members for our new Visitor Centres in Anahim, Nimpo and Tatla Lake. Send us up to 100 words that describes your operation and a picture to [info@visitthewestchilcotin.com](mailto:info@visitthewestchilcotin.com). We'll create write-ups and place them in all 3 Visitor Centres next to the Map with a little point on it. All tourists will have the opportunity to see that we have lots to offer and that the Chilcotin is not just Hwy 20.

We have planned to place similar ads as last year in the Casual Country. As the prints in colour didn't turn out well in the 2009 copy we'll do it this year in black and white. \$85.00 + Tax is the price for an ad. Let us know soon if you would like to place an ad. That would give us lots of time to build the ads.

As the WCTA is working hard on promoting the area and as we have lots of benefits to offer to our members (webpage listing, write-up on the Visitor Centres, chance to get ads in magazines at great prices etc.) we decided to raise the membership fee for the year 2010/2011. If you pay up to the AGM the membership fee will be \$130 after that it will be \$140. If we do not receive your dues by end of June 2010 we'll remove your listing from all our marketing material (webpage, Visitor Centres etc.). The expanded listing on the webpage with 5 pictures and lots of text and details will still be \$250, as well as the package listing for \$25.

Another project we have worked on are the Town Signs for Anahim, Nimpo and Tatla Lake. As soon as the snow is gone and breakup is over we'll place the signs on each side of the towns.



As we have informed you before, the Community Services and Development Society of Alexis Creek worked hard and realised the Alexis Creek Visitor Centre. For just a \$35.00 rack fee they'll place your brochures. And at our AGM on May 15th volunteers who man the Centre will be present. That will give us a great opportunity to introduce the WCTA region to the people in Alexis Creek. The WCTA thinks it will help us to inform tourists about what we have to offer and we hope it keeps the travellers longer in our area.

Also the Visitor Info Center in Williams Lake (the Discovery Centre) will display operators' brochures throughout the year for a racking fee. Joanna at the Info Center can give you more info about racking fees, and membership at the Chamber of Commerce. You can reach Joanna at 250-392-5025 or [visitors@telus.net](mailto:visitors@telus.net). It would be great if we got our brochures in lots of places to show all the travelers that there is something spectacular west of Williams Lake !!!!!

Together with this Newsletter you'll also receive the invitation for the 2010 AGM. One point of the Agenda will be the election of new directors. Please feel free to send in nominations. Further there will be an open discussion about the Anahim Lake, Vanderhoof Road and what side the WCTA should take on it.

Date: May 15th 2010

Time: 11 a.m.

Location: Escott Bay Resort Anahim Lake

Please let us know with how many people you'll attend the AGM, as we'll serve a little lunch.

250-742-3332 or [info@visitthewestchilcotin.com](mailto:info@visitthewestchilcotin.com)

...united we are strong but separated we will falter.

On behalf of the board of Directors WCTA.

Sincerely

Bill Van Es - President