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**From:** Calum Matthews <[calum@tourismvi.ca](mailto:calum@tourismvi.ca)>

**Date:** December 6, 2021 at 12:06:46 PM PST

**To:** Bob K Day <[bobkday@lakecowichan.ca](mailto:bobkday@lakecowichan.ca)>

**Subject:** Connecting Re: Tourism

Dear Mayor Day,

I hope things are well with you and that trails tourism work is continuing to progress positively in the Cowichan Lake Region.

I'm reaching out to you as Tourism Vancouver Island recently signed a new partnership agreement with Tourism Cowichan Society. Through this agreement, Tourism Vancouver Island is now contracted to manage tourism services on behalf of the Tourism Cowichan Society. We have a fabulous new staff person, Martina, who is focused full-time on managing marketing campaigns and stakeholder relationships. I look forward to finding a time for Martina to present to Council when you feel the time is right.

To be perfectly honest, I feel that there needs to be a stronger presence for the Town of Lake Cowichan and Cowichan Lake communities in Tourism Cowichan's marketing. Although Tourism Cowichan Society naturally needs to focus on creating and promoting a strong Cowichan Region brand, we also need to showcase the Region's many unique communities and businesses. Over the next several months, the team and I are going to focus on strengthening relationships with Cowichan Lake area stakeholders, creating stronger content to incorporate into marketing campaigns, and demonstrating the value that Tourism Cowichan Society provides to its stakeholders. Among other things, an opportunity to present to Council will be an important step towards this.

After collaborating on the trails development project a few years back, I definitely have a soft spot for Cowichan Lake communities and look forward to supporting them in our new capacity with Tourism Cowichan Society.

Kind regards,

Calum



**Calum Matthews**

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