The Municipality of the Township of Potton begins the process for «Coeurs Villageois de Tourisme Cantons-de-l’Est »

There are a lot of exciting initiatives happening in Potton Township. A strong desire to focus on tourism in the area is bringing about some key actions involving a variety of local collaborators.

The Municipality of Potton has initiated the process of becoming part of the «Coeurs Villageois», a project put forward by Tourism Eastern Townships ET). The objective of the project is to showcase the beautiful villages in the region, fostering a unique experience that reflects the Township lifestyle. According to information from the Municipality of Potton, 14 municipalities in the region have already participated in the 2015 pilot project including Eastman, Sutton and Aylmer’s Cliff. The results reported from this exploratory phase have exceeded expectations, mobilized the concerned areas and developed a sense of pride in the participating municipalities and their citizens.

“The objective of the network is to assist the municipalities in harmoniously developing their environment and enhancing the touristic visibility while retaining their personality and unique characteristics,” said Alexandra Leclerc (in charge of coordinating the project at the Municipal level).

Participating municipalities in «Coeurs Villageois» will become focal points for tourists in the region: friendly destinations, tourist service points, authentic community environment, welcoming all to the area.

Michel Trudel, the consultant helping the Municipality with the project, went on to explain that, “The Municipality of the Township of Potton is the first municipality to register following the official launch of this network which was held on January 21st at Sherbrooke. The success of each «Coeurs Villageois» must rely on the participation of local collaborators.”

A steering committee was created and is comprised of the following people: some of whom are pictured here: Sandra Jewett (Association du Patri moine), Thérèse Descary (Comité culturel et Cinéma Potton), Hiro Gagnon (Comité culturel), Jérôme Dumais (Exemples d’Aventures), Frank Ruiz (Groupe des bénévoles municipaux de Potton), Jean-Sébastien Mercier (Responsable des sentiers pédestres), Gwynne Basen (Marché public), Renée Morris (Communauté artistique), Stanley Lake (Communauté artistique), Audrey Korman (Owl’s Head Development Inc.), John Mierzwinski (Euro-Deli du village), Denis Mareuge (Boulangerie Owl’s Bread), Raymond Gagnon (Gîte Moka & chocolat), Mathieu Fordham (Camping nature Plein air), Line Piché (B&B La Chouette), Amanda Patch (Maison Reilly), Marie-Paule Villeneuve (Gîte Maison-église M-P Villeneuve) Hans Walser (Groupe des bénévoles municipaux de Potton), Edith Smeesters (Conseillère municipale), Diane Marcoux-Ripinski (Conseillère municipale), Trish Wood (Organisatrice communautaire à la Municipalité), Alexandra Leclerc (Chargée de projet à la Municipalité) and Thierry Roger (Moderateur). Michel Trudel is mandated by Eastern Townships Tourism to accompany the Municipality in this project.