

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



THE SCOOP
TABLE HASTINGS

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 «Coeurs Villageois»; a project put forward by Tourism Eastern Townships (ET). The objective of the project is to showcase the beautiful villages in the east region of the Eastern Townships as each offers a special experience that reflects the Townshippier 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 Ayer's Cliff. The re-

sults 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 in 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 Patrimoine), Thérèse Descary (Comité cul-



COURTESY

turel et Cinéma Potton), Hiro Gagnon (Comité culturel), Jérôme Dumais (Expé Aventures), Frank Ruiz (Groupe des bénévoles municipaux de Potton-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-Delli 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) et Thierry Roger (Modérateur). Michel Trudel is mandated by Eastern Townships Tourism to accompany the Municipality in this project.