

Committee seeks to change town's image to hike tourism

Over the next week a group of area residents and business people will be working together to develop an image for the town designed to draw more tourists to the area.

The Halton Hills Tourism Committee has brought in marketing and communications counselor Stu Holloway, the originator of The olde Hide House "It's Worth the Drive to Acton" campaign, to lead the group through three sessions that will focus on developing corporate imagery. Holloway said in order to increase tourism the group will "define a common identity for Halton Hills." He said that could involve a new logo or new image for the community.

Holloway said the town has a "wonderful collection of villages" and it would be good if a common theme could be found that retains their identities.

From the sessions Holloway said a marketing strategy will be devised.

"We want an identity in the Golden Horseshoe and the Greater Toronto Area

because that's primarily where our visitors come from," said Holloway.

Anne Sidebottom, the Halton Hills Chamber of Commerce representative on the tourism committee, said tourism in town has been slowly increasing. She said in July and August there were 540 visitor inquiries at the chamber (either drop-in or phone-in), and that was up 13 per cent during the same months in 1997.

She said an introductory session with Holloway earlier this month was well attended. Attendees included owners of bed and breakfasts, pick-your-own farms, event planners and representatives from the arts and culture community. Of those who attended 22 signed up to participate in the workshops. One has already been held on Nov. 19. The other two will be held on Tuesday and Thursday (Nov. 24 and 26).

"We want to create an attractive package that we can advertise to attract people to Halton Hills," said Sidebottom.

—By Lisa Tallyn, staff writer

Region appoints department head

Adelina Urbanski has been appointed Halton Region's new Commissioner of Social and Community Services.

Halton Chief Administrative Officer Brent Marshall made the announcement Wednesday, at which time regional council approved the appointment.

Urbanski brings to her new job 13 years of experience in the Social and Community Services Department, where she has held increasingly more responsible positions and gained a thorough understanding of the department's many facets. Urbanski will be in charge of 590 staff members and an annual department budget of more than \$113 million.

Marshall said Urbanski has taken a leading role in major corporate projects such the Activity Based Management initiative.

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HURRICANE UPDATE!

HURRICANES 'GEORGES' AND 'MITCH' cut quite a path as they made their way at different times across AMERICA - Mitch being described as the worst in 200 years. The devastation and following cleanup it created will set some areas back 20 years, it is reported. Canadians should be very proud of how they have come front and centre in offering support. HONDURAS got the worst damage, and will take much time to restore. Meanwhile the countries of GUATEMALA, NICARAGUA, BELIZE, PANAMA and COSTA RICA all report they are OK and safe for tourism. Georges route through DOMINICAN REPUBLIC did not harm the tourist areas there too much - phones and electricity have been restored; while very little damage occurred in the U.S. VIRGIN ISLANDS. ANTIQUA is gradually rounding back into shape so have their doors open to tourists.

A WALK ON THE MOON will be among the topics covered by former NASA ASTRONAUT BUZZ ALDRIN during the maiden voyage of NCL's NORWEGIAN CROWN. A 10-DAY INAUGURAL CRUISE will depart from DOVER, ENGLAND on August 9th, and guests will have an opportunity to see the last TOTAL SOLAR ECLIPSE OF THE CENTURY! ALDRIN WAS THE FIRST TO WALK ON THE MOON along with fellow Astronaut Neil Armstrong.

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DID YOU KNOW: TEXAS has a statewide 'BUCKAROO BUCKS' Loonie program, designed to have us Canucks come, spend and save!

TRAVEL TIP OF THE WEEK: A VACATION IS A TIME TO RELAX AND HAVE FUN. But your safety is important to all and we hope you will exercise common sense principles during your play. Be aware of your surroundings; trust your instincts and take sensible precautions. Don't invite crime by taking valuables to the beach - keep your belongings in sight at all times. You shouldn't be careless when in your home surroundings, much less when away from home!

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PRE-CHRISTMAS

SIDEWALK SALE

Nov. 23 - 28

Halton Hills Christmas Cash Program accepted at participating merchants.

Santa's Hours

Mon. - Fri.	10:00 a.m. - 3:00 p.m.
Thurs. & Fri.	4:00 p.m. - 7:30 p.m.
Saturday	10:00 a.m. - 5:00 p.m.
Sunday	12:00 - 5:00 p.m.

Mall Hours - Starting Dec. 5, 1998

Mon. - Fri.	10:00 a.m. - 9:00 p.m.
Saturday	9:30 a.m. - 9:00 p.m.
Sunday	12:00 - 5:00 p.m.