

## **Benefits of Becoming a Board Member of the Central Regional Tourism District, Inc.**

1. A chance to represent your communities tourism products on a regional level.
2. Participation in refining mission statements and marketing goals concerning the tourism industry in a 65-town region as well as in the state of Connecticut.
3. To serve on a Board that acts as a networking and unifying force among area businesses, historic, cultural, and recreational, attractions, organizations, event organizers, and agencies to ensure a positive visitor experience.
4. To be part of a Board that protects and nurtures the tourism industry by actively advocating our area's best interests.
5. To participate in a Board that is committed to balance the regions tourism industry with community harmony to assure sound growth in order to safeguard the regions natural beauty and constructed tourism environment.
6. To be part of a Board that creates positive awareness of the Central Regional Tourism District and its marketing initiatives as an important element in the region's economy and quality of life by creating linkages between business, government, and professional communities to enhance their understanding of the value of tourism in Western Connecticut.
7. To keep bureau staff informed of events happening in the community that you represent in order to facilitate marketing efforts.

## **Role of the Board & Duties**

1. The Board of Directors with its established committees, is responsible for the following:
  - a. Reviewing and refining the mission statement.
  - b. Approving goals and objectives.
  - c. Approving policies on finances, personnel, legislative, and community relations.
  - d. Approving short-term and long-range strategic plans.
  - e. Ensuring the legal conduct of the Bureau in accordance with State and Federal laws.
  - f. Keeping a proper balance among the interests of the stakeholders, employees, clients, and the public.
  - g. Electing the Executive Board and monitoring their performance.
  - h. Increasing the effectiveness of management by rendering advice and guidance to the Executive Director.
  - i. Ensuring, through review, that directors, officers, and other employees of the organization act in accordance with established ethical and professional standards.

The Board of Directors serves as:

1. Trustee for the stakeholders;
2. The Board policy setting body for the convention and visitors bureau;
3. Advisors to the directors; and a balancing force, which recognizes the interests of members, government and the public, during deliberations;
4. Networking and unifying force for the regions tourism industry.

## **Duties and Responsibilities of the Board of Directors**

- \* To provide general continuity for the District.
- \* To establish overall objectives and broad policies of the District on behalf of its membership.
- \* To increase the effectiveness of management by rendering advice and guidance to the Director and to keep them informed of community events and activities.
- \* To act as trustee for the stakeholders in the preservation of the Bureau assets and to see that proper and true reports are given to stakeholders.
- \* To make decisions that cannot be delegated, such as the appointment or discharge of a Board member.
- \* Upon recommendation of the Board, the Chair will appoint, define the powers of, and dissolve Committees of the Board.
- \* To act as a networking and unifying force among area businesses, historic, cultural, and recreational, attractions, organizations, event organizers, and agencies to ensure a positive visitor experience.
- \* To balance the regions tourism industry with community harmony to assure sound growth in order to safeguard the regions natural beauty and constructed tourism environment.

### **Board Members should:**

- 1 Display a willingness and commitment to get to know the organization and the environment in which it operates.
2. Attend meetings on a regular basis and join a committee of interest.
3. Adequately prepare for meetings.
4. Participate in the governance process.
5. Commitment to teamwork for the benefit of the region's tourism industry.
6. Commitment to speak with one voice to benefit tourism in the region as well as the tourism industry throughout Connecticut.
7. Collective commitment to improvement in order to continue to compete in the marketplace.
8. Sincere support for the Chair, the Executive Board, Committees, and Executive Director.