



## **Board of Directors**

### **Recruitment Guidelines**

#### Visit Bend's steps for recruitment and appointment of board members

The bylaws do not require public announcements or solicitation of Board candidates. However, to ensure all interested candidates are considered fairly and evenly for the Board, Visit Bend announces upcoming Board openings at the organization's public board meetings, and solicits candidates through Visit Bend's Industry E-Newsletters that are sent to all tourism industry stakeholders.

In addition to the announcements at public meetings and solicitation of candidates through Industry E-Newsletters, the Executive Committee and other Board Members directly contact tourism professionals who they believe would provide strong leadership on behalf of the entire tourism industry and the entire community.

#### Evaluation and selection criteria of Visit Bend board members

There are four primary questions the Executive Committee considers in their evaluation of board candidates:

- 1) Is the candidate's company, industry, or organization directly impacted by tourist spending and the marketing programs conducted by Visit Bend? The rationale behind this consideration is that Board Members who are directly impacted by the tourism industry and the work of Visit Bend will be more engaged, more vested in ensuring quality work and outcomes, and more intent on holding the organization accountable.
- 2) Has the candidate proven an interest in serving on behalf of the entire community, not a special interest, nor any single socioeconomic or geographic sector? The rationale behind this consideration is that the intention of the Board candidate should be aligned with the mission of the organization to create wealth for the entire community through the promotion of tourism.
- 3) Does the candidate have the professional experience, skill sets, and education required to lead an innovative and successful tourism bureau? The rationale behind this consideration is that effective board members must understand how to direct and evaluate Visit Bend's

economic development programs, and meet their fiduciary responsibility to ensure that Visit Bend's activities are creating a strong return-on-investment for the community.

- 4) Does the candidate have a willingness and enthusiasm to serve on the board? The rationale behind this consideration is that serving on the Visit Bend Board of Directors requires a considerable amount of time, energy, and engagement. An effective Board Member must have the willingness, enthusiasm, and energy to engage and work.

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