The following is intended as a perspective for those in the tourism community who are members in good standing of Tourism Vancouver and who may wish to lend their name for consideration as a nominee for the Board of Directors for Tourism Vancouver.

**1. Tourism Vancouver's Mission:**

Tourism Vancouver’s mission is to lead the co-operative effort of positioning Greater Vancouver as a preferred travel destination in all targeted markets world-wide, thereby creating opportunities for member and community sharing of the resulting economic, environmental, social and cultural benefits.

**2. Board Responsibilities:**

The Board of Directors for Tourism Vancouver is elected to represent the membership and community of interests related to tourism. It also makes significant policy decisions that successfully direct a multi-billion dollar industry, and positively impact our members and residents in Greater Vancouver. Board members hold senior positions within their own organizations with the appropriate authority and experience to provide meaningful guidance and decision making at a senior level.

It is important to recognize the complexity of the tourism industry world wide, and that a focus for Tourism Vancouver in the immediate future includes how best to determine new opportunities and to maximize our destination’s many advantages in the face of increasing global competition.

# 3. Director’s Code of Conduct

1. Although a director may be drawn from a specific region or interest group, board members must represent the interests of the entire membership.
2. Board members shall maintain the confidentiality of the details and dynamics of board discussions, as well as those items designated as confidential.
3. Regardless of their personal viewpoint, board members shall not speak against, or in any way undermine board solidarity, once a board decision has been made.
4. Board members are expected to attend all board meetings. Board members shall be prepared to commit sufficient time and energy to attend to Society business.
5. Directors shall avoid, in fact and in perception, conflicts of interest and disclose to the chair, in a timely manner, any possible conflicts.
6. Directors’ contributions to discussions and decision-making shall be positive and constructive.
7. Directors’ interactions in meetings shall be courteous, respectful and free of animosity.
8. Directors shall adhere to the Society’s governance policies.
9. Directors shall be prepared for meetings, having read pre-circulated material in advance of the meeting.
10. Directors shall participate in the Society in ways other than attending board meetings.
11. The president ,CEO is responsible to the entire board through the board chair and therefore no single board member or committee has authority over the president, CEO.
12. Board members shall not attempt to exercise individual authority or undue influence over the Society.

**4. Expectations of Experience for Tourism Vancouver board members:**

* Senior decision-maker within their organization
* Experience as a board member on other boards
* Solid business background, with tourism business experience an asset
* Responsible for significant budget accountability within their own company
* Recognition/respect within their Tourism Vancouver membership category

**5. Board Member Time Obligations:**

Those considering participation on the board of Tourism Vancouver will recognize the level of commitment required. The board meets every six weeks to review the business results and deliberate on emerging issues, as well as work toward the preparation and monitoring of business plan goals and objectives. Each board member is assigned responsibility to be on one of five standing committees (Audit & Investment Committee, Governance & Nominating Committee, Human Resource, Marketing), who meet regularly. There is a process for preparation and decision making related to the annual Business & Market Development Plan which may require separate meetings. In addition, there may be special board meetings at the call of the chair throughout the year. It is imperative that board members are also accessible to the membership at large.

**6. Background - Greater Vancouver’s Tourism Industry:**

In 2014 there were nearly 9 million visitors overnighting in Metro Vancouver, a record year for the destination. Canadian and foreign investors (businesses large and small) have invested hundreds of millions of dollars in our industry in Greater Vancouver. Many businesses rely heavily on Tourism Vancouver’s sales and market development, and visitor servicing activities as a source for their business success. Equally, they rely upon the board to take responsible, informed (and often difficult) decisions with far-reaching leadership and business ramifications, when necessary.

**7.         Dialogue this coming year:**

* Advancement of the Tourism Master Plan
* Development and approval of many strategic initiatives, including but not limited to Digitial Business Delivery, Asian Market Development and Regional Collaboration
* Amended tax funding agreement with the Provincial Government

**8. Managing expectations:**

It is important to manage the expectations of those considering becoming a member of the board of directors of Tourism Vancouver. For example, the board members are not involved in the day to day management of the organization, do not participate in sales campaign planning nor are they involved in marketing activities – unless those activities are undertaken in their role as a member of Tourism Vancouver separate from their board responsibilities.

Board directors are also expected to participate in confidential director peer reviews and board performance evaluations.