



June 2016

Dear Ohio Travel Industry Colleague,

Thank you for your interest in becoming an Ohio Travel Association (OTA) board member.

Becoming an OTA leader is a rewarding experience. But it also requires dedication and hard work. Those businesses, organizations, and employees who depend on a vibrant Ohio tourism economy appreciate your willingness to give your time and talents to Ohio's \$42 billion tourism industry.

Applications to become a 2016-17 OTA Board Member are due no later than Aug. 2, 2016. Submitted candidate information will be edited and sent to all OTA members within 30 days of the annual meeting so ballots may be cast at the Ohio Conference on Travel, Oct. 26-28 at the Hilton Columbus at Easton. Once you have submitted your application, you will receive additional information about the election process.

If you have any questions about the application process, or about the expectations and requirements of becoming an OTA board member, please feel free to call me at 614.975.8487 or email me at mhuntley@ohiotravel.org.

Thank you once again, and good luck!

Sincerely,

A handwritten signature in black ink, appearing to read "Melinda Huntley", with a large, stylized flourish at the end.

Melinda Huntley
Executive Director



Board of Directors Job Description

TITLE:	Member, OTA Board of Directors
REPORTS TO:	OTA Board President
PURPOSE:	To serve the board as a voting member; to develop policies, procedures, and regulations for the operation of OTA; to monitor finances for the organization, its programs, and its performance
TERM:	Board members serve 3-year terms beginning and ending with the OTA Annual Meeting.
TIME REQUIREMENT:	<ul style="list-style-type: none">• Attend four annual board meetings as scheduled• Serve as a committee member or chair on at least one standing committee• Attend committee meetings either in-person or via conference calls• Attend annual board retreat, typically held in November• Attend regional meetings, annual meeting at the Ohio Conference on Tourism each fall, and other OTA activities
MAJOR DUTIES.	<ul style="list-style-type: none">• Govern OTA by the broad policies developed by the board• Establish overall long and short term goals, objectives and priorities for OTA in meeting the needs of its members and Ohio's tourism industry• Recommend policy to the board• Promote OTA membership through networking, etc.• Monitor and evaluate the effectiveness of OTA through regular reviews of programs, finances, and services• Foster positive relations between OTA and potential partners
EXPECTATIONS:	<ul style="list-style-type: none">• Active board participation• Preparation prior to meetings by being aware of issues and agenda items• Contribution of skills, knowledge, and experience• Participation in decision-making• Assume leadership roles in all board activities, including sponsor development• Serve the needs of the OTA membership• Be aware of and abstain from any conflict of interest.



Ohio Travel
ASSOCIATION

Nomination Application to the OTA Board of Directors

Thank you for expressing an interest in board service for the Ohio Travel Association. As the tourism industry association representing all sectors of the industry, Ohio Travel Association offers you the opportunity to shape the exciting future of Ohio's \$42 billion tourism industry.

Name _____

Company _____ Title _____

Address _____

Business Phone _____ Email _____

Business fax _____ Mobile phone _____

Please check the following areas where your education and/or skills could contribute to Ohio's tourism industry and the OTA board:

<input type="checkbox"/> accounting	<input type="checkbox"/> management	<input type="checkbox"/> media relations
<input type="checkbox"/> investment strategies	<input type="checkbox"/> marketing	<input type="checkbox"/> legislative relations
<input type="checkbox"/> sponsor development	<input type="checkbox"/> education	<input type="checkbox"/> community relations
<input type="checkbox"/> public speaking	<input type="checkbox"/> member recruitment	<input type="checkbox"/> strategic planning
<input type="checkbox"/> other (please specify) _____		

Please respond to the following questions. You may respond handwritten on this application, or by attaching a typed version. One additional page describing qualifications for this position not solicited elsewhere may be attached.

What are the primary responsibilities of your current job position?

Please identify your experience in community boards and/or tourism initiatives that demonstrate your leadership and partnership development familiarity. Don't forget to include experience in OTA committees.

Why are you interested in an OTA board position?

Information submitted on this application, as well as the one-page supplement if attached, will be edited and distributed to Ohio Travel Association members prior to the election.

Print Name

Signature

Date