Ohio Travel Association

11/3/26

Dear Travel Industry Colleague,

"Ultimately, a leader is not judged so much by how well he or she leads, but by how well he or she serves."

Kevin Cashman, author of "Leadership from the Inside Out"

Thank you for your interest in becoming an Ohio Travel Association (OTA) board member. Serving the industry as an OTA board member is a rewarding experience. But it also requires dedication and hard work. Those businesses, organizations, and employees who depend on a vibrant Ohio travel economy appreciate your willingness to give your time and talents to Ohio's travel economy.

Applications to become an OTA Board Member are accepted at any time, as vacancies can be filled by a Full Board vote as they occur.

If you have any questions about the application process, or about the expectations and requirements of becoming an OTA board member, please call me at 419.366.4391 or email me at mhuntley@ohiotravel.org.

Thank you again for your support of the Ohio travel industry.

Sincerely,

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:

- 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
- Attend regional meetings, annual meeting at the Ohio Conference on Travel each fall, and other OTA activities

MAJOR DUTIES:

- 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 its partners

EXPECTATIONS:

- 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
- Complete a conflict of interest and ethics agreement

Nomination Application to the OTA Board of Directors

Please return to mhuntley@ohiotravel.org

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

Name _____

Company _____ Title _____

Address _____

Business Phone _____ Email _____

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

- ☐ accounting
- ☐ investment strategies
- ☐ sponsor development
- ☐ public speaking
- ☐ other (please specify) _____
- ☐ management
- ☐ marketing
- ☐ education
- ☐ member recruitment
- ☐ media relations
- ☐ legislative relations
- ☐ community relations
- ☐ strategic planning

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 can you most contribute to OTA and the industry?

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 any one-page supplement if attached, may be edited and distributed to Ohio Travel Association board members prior to the election.

_____

Print Name

_____

Signature Date