

**Kootenay Rockies Tourism Association
2019 Director Nominee Application**

Please read the entire document carefully before completing. Nominees must be either owners and/or employees of organizations that are a registered Tourism Partner operating a business in the Kootenay Rockies region, in good standing, with Kootenay Rockies Tourism Association. The nominating company must also be a tourism business in good standing with Kootenay Rockies Tourism.

I, _____
YOUR NAME

YOUR TITLE & COMPANY NAME

hereby submit my name for consideration for Directorship on the Board of Kootenay Rockies Tourism Association for a two-year term commencing September 25, 2019.

NOMINEE'S BUSINESS ADDRESS: _____

EMAIL ADDRESS: _____

BUSINESS PHONE: _____ **AND/OR CELL:** _____

SIGNATURE OF NOMINEE: _____ **DATE:** _____

Are you the business owner or an employee? _____

If you are an employee, you **MUST** have written support from your employer to put your name forward for a seat on this Board. I have included written support with this application: **YES** **NO**

NAME & TITLE OF NOMINATOR _____

NAME OF COMPANY OF NOMINATOR: _____

NOMINATOR SIGNATURE: _____ **DATE** _____

The Kootenay Rockies Tourism Association's Nominating Committee will be vetting all individuals seeking Nomination for a two-year term to the Board of Directors. Acceptance of nominations is based on a specific set of skills and experience. The Nominating Committee will strive to maintain a balance of skills, business expertise and geographic representation on the board. Please note, there are no hereditary appointments from any community, resort, property or partner due to the resignation of a Director from the Board.

Eligible candidates must demonstrate, in writing, specific experience in the following areas:

- 1) **Tourism Industry Structure Knowledge** – applicant must have an understanding and familiarity with the ecosystem of tourism in BC. i.e. Destination BC, community marketing organizations, regional organizations & sectors.
- 2) **Regional Knowledge** – overall knowledge of one or several communities in Kootenay Rockies Tourism region.
- 3) **Business Expertise** - finance, HR management, innovation, partnerships, customer service, product development.
- 4) **Destination Management & Marketing Expertise** – partnership & integrated marketing, destination brand, digital/content, economic development, visitor services, infrastructure and experience development, and product design.
- 5) **Governance Expertise**: previous experience as a director or member on a Board, Council, Association or Committee.

(Note: If your answers are submitted on a separate document, clearly number your responses to match the question and category to which they belong. Answers should speak only to the specific question.)

Core Competencies Includes:

1. Tourism Industry Structure Knowledge:

Describe your understanding & experience of the ecosystem & structure of the tourism industry in BC.

2. Regional Knowledge:

Directors are asked to have a deep knowledge and understanding of the community and region they operate in as well as understand the role of the various organizations/stakeholders with a touch point in tourism. Please describe how your current and past experiences enable you to apply a “regional lens” when considering an issue or opportunity?

3. Business Expertise:

Describe your business management and experience in any industry including specific experience in finance, HR, operations, innovation or partnership development.

5. Governance expertise:

Describe any past and current experience as a Director, Councillor or Member of a Board, Council, Committee, etc.

6. Interest in Kootenay Rockies Tourism :

Briefly describe the reasons for your interest in sitting on the Kootenay Rockies Tourism Board of Directors