



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 destination marketing organizations (CDMO), regional destination management organizations (RDMO) & sector associations (ski, golf, fishing etc.).
- 2) **Regional Knowledge** – A good overall knowledge of the visitor experiences, the communities and other tourism offerings in the Kootenay Rockies region.
- 3) **Business Expertise** - finance, innovation, partnerships, customer service, product development, and senior business level experience.
- 4) **Destination Management & Stewardship** – a strong understanding of the value of ensuring a sustainable destination is achieved and supported. Good foundational knowledge of the overall benefit of destination development, sustainable planning, and management of infrastructure growth, as well as a focus on regenerative tourism.
- 5) **Marketing Knowledge** - experience with partnership, co-op and integrated marketing would be an asset. The domestic market and content generation is helpful.
- 6) **Governance Expertise:** previous experience as a director or member on a Board, Council, Association or Committee specific to a policy board, not a working board. Understanding of a non-profit society structure.

**Kootenay Rockies Tourism Association
2022 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 Nominator must also be employed with a tourism business in good standing with Kootenay Rockies Tourism.

CANDIDATE TO COMPLETE:

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 NOVEMBER 2, 2022.

CANDIDATE'S (NOMINEE) BUSINESS ADDRESS:

EMAIL: _____

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 _____

***NOMINATOR TO COMPLETE: (*nominator cannot be from your company or employer)**

**NAME & TITLE OF
NOMINATOR** _____

NAME OF COMPANY OF NOMINATOR:

NOMINATOR SIGNATURE:

DATE _____

Core Competencies Includes:

(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.)

1. Tourism Industry Structure Knowledge:

Describe your understanding & experience of the ecosystem & structure of the tourism industry in BC. What are the touch points your business has had with entities in the system in BC? This could be at national, provincial, regional or community level. Please provide examples that may be relevant.

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 professional experience in business including specific experience in finance, HR, operations, innovation, or partnership development.

4. Destination Management & Stewardship:

- a) Describe your expertise in the area of destination management including visitor services, experience development, business support, workforce development & training, partnership development, sustainable tourism practices & visitor management strategies.

- b) Have you had any direct involvement in any of the four Kootenay Rockies Destination Development planning area strategies? If yes, please provide details of your involvement.

5. Marketing Knowledge:

Describe your expertise in the area of marketing including partnership marketing, branding and alignment, digital & content, media relations, research and analytics, or any other relevant area.

Are you part of one of BC's Sector organizations and if so which one? Governance expertise:

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

7. Interest in Kootenay Rockies Tourism:

Briefly describe the reasons for your interest in sitting on the KRT Board of Directors.

What do you think you would contribute that would be of the most benefit to the organization as we move past the pandemic to recovery?

8. Our Board meets a minimum of four times per year either virtually or in-person. Are you able to commit to the time required to be on this board?

9. ANYTHING ADDITIONAL YOU WOULD LIKE THE NOMINATING COMMITTEE TO CONSIDER: