2026 NOMINATIONS FOR BOARD DIRECTOR POSITIONS

Kootenay Rockies Tourism Association (KRT) is seeking experienced and emerging leaders who can contribute to the governance of the organization and the long-term success of tourism in the Kootenay Rockies region.

The Board of Directors is strongest when it brings together people with different professional backgrounds, skills, perspectives and connections to the region. Candidates are not expected to be experts in every area. The Nominating Committee considers the needs of the Board as a whole and the mix of experience and perspectives that will strengthen it in the coming term. Previous board experience and tourism-system knowledge are valuable, but they are not the only ways to demonstrate readiness to serve. KRT welcomes candidates who bring sound judgment, strategic thinking, curiosity, collaboration, integrity and a willingness to learn.

If you believe your experience or perspective could contribute to the future of tourism in the Kootenay Rockies, we encourage you to put your name forward.

Eligibility & Nomination

Nominees must be owners and/or employees of organizations that are registered tourism partners in good standing with KRT. The Nominating Committee will strive to maintain an appropriate balance of skills, business expertise, perspectives and geographic representation. There are no appointed board positions from any community, resort, property or partner – all board positions are nominated from and elected by the registered tourism partners of KRT. Employees putting their name forward must have written support from their employer. A nominator must be employed with a registered tourism partner in good standing with KRT and cannot be from the nominee's company or employer.

What Makes a Strong KRT Board Director?

KRT Board Directors contribute to the governance and long-term success of the organization and the regional visitor economy. A strong Board brings together people with different professional backgrounds, experiences, perspectives and connections to the Kootenay Rockies. While experience working directly in tourism is valuable, KRT also encourages experienced and emerging leaders from outside the traditional tourism sector to consider serving. Skills developed in business, finance, community, legal, development, technology, recreation, government, human resources, communications and other sectors can bring valuable perspectives to the Board.

Candidates may bring strength in **one or more** of the following areas:

1. **Tourism & Regional Knowledge**
   Experience or knowledge related to tourism, hospitality, recreation, attractions, events, communities, businesses or visitor experiences across the Kootenay Rockies. Direct tourism-industry experience is valuable but is not required of every Director.

2. **Business, Finance & Organizational Leadership**
   Experience in business ownership or management, finance, operations, entrepreneurship, human resources, organizational development, innovation or technology.

3. **Marketing, Communications & Visitor Economy**
   Experience in marketing, brand, communications, research, digital platforms, partnerships, customer or visitor experience, product development or related fields.

4. **Community & Destination Development**
   Experience in community or economic development, sustainability, infrastructure, outdoor recreation, accessibility, workforce development, destination development or responsible visitor management.

5. **Governance, Risk & Public Sector**
   Experience with boards, committees, government, policy, advocacy, financial oversight, risk management or organizational governance. **Previous board experience is an asset but is not required.**

6. **People, Partnerships & Community Leadership**
   Experience leading people, building relationships, developing partnerships, bringing different perspectives together, or working across organizations, communities or sectors.

How You Approach Leadership Matters Too

KRT does not expect a board director to arrive knowing everything about tourism or governance. Knowledge can be developed**;** judgment, curiosity, integrity and the ability to contribute constructively around a board table matter just as much. KRT values board directors who demonstrate strategic thinking, sound judgment, curiosity, collaboration, integrity, constructive challenge, openness to different perspectives, a regional mindset and a commitment to learning.

The Nominating Committee considers candidates in the context of the Board as a whole, its existing strengths, gaps, representation and future needs. Candidates are not expected to demonstrate experience in every area above. Whether your experience comes from tourism or from another sector that could contribute to its future**,** if you care about the Kootenay Rockies and believe you can contribute to its regional visitor economy, we encourage you to put your name forward.

What to Expect Being on the Board

The KRT Board meets at least 6 (six) times per year – with at least one of those meetings being in person somewhere in the region. Board directors are also required to attend KRT's Annual General Meeting and attend board committee meetings as needed. Board directors are expected to come to meetings prepared to engage and having read all the materials in the agenda package ahead of time. Board governance training, networking and other opportunities to represent KRT are also offered from time to time. There is no remuneration for being on the Board but travel expenses for approved KRT Board purposes are covered by KRT. You will serve a 2-year term on the board, with the option to let your name stand and be elected for a maximum of 3 (three) consecutive terms totalling 6 (six) years.

Kootenay Rockies Tourism Association
2026 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 in good standing with Kootenay Rockies Tourism Association (KRT). The Nominator must also be employed with a registered tourism partner in good standing with KRT. There are 5 (five) Board of Director positions available commencing at the 2026 Annual General Meeting (October 28, 2026) for a 2-year term. Applications are to be emailed to reception@kootenayrockies.com no later than **5:00pm MDT on Friday, October 2, 2026**.

CANDIDATE TO COMPLETE:

I, _____
[YOUR NAME]

_____
[YOUR TITLE & COMPANY NAME]

hereby submit my name for consideration for a position on the Board of Kootenay Rockies Tourism Association for a two-year term commencing **October 28, 2026.**

CANDIDATE'S (NOMINEE) BUSINESS ADDRESS:

_____

EMAIL: _____

BUSINESS PHONE: _____ **CELL PHONE:** _____

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** _____

Candidates (nominees) must also fill out questions on following page of application.

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

NAME & TITLE OF NOMINATOR: _____

NAME OF COMPANY OF NOMINATOR: _____

SIGNATURE OF NOMINATOR: _____ **DATE:** _____

2026 KRT Board Candidate Questions

Please answer briefly and directly. The purpose of these questions is to understand what you would bring to the Board, not to test whether you have experience in every area.

1. Your connection to tourism and the region

Tell us briefly about yourself, your professional background and your connection to tourism in the Kootenay Rockies.

2. Skills and experience you would bring

Select the areas that best reflect your experience or knowledge. You are not expected to select every area.

☐ Tourism & regional knowledge	☐ Business / entrepreneurship / operations
☐ Finance & financial oversight	☐ People & human resources
☐ Marketing / communications / brand	☐ Destination development & stewardship
☐ Governance & risk	☐ Government / public sector
☐ Stakeholder & community engagement	☐ Technology / innovation
☐ Economic or workforce development	☐ Outdoor recreation / visitor experience
☐ Other: _____	

Briefly describe the two or three of the above areas where you believe you could contribute most:

3. Interest in Kootenay Rockies Tourism

Why are you interested in serving on the KRT Board? What opportunity or challenge facing tourism in the region is particularly important to you?

4. Regional and organizational perspective

KRT Directors have a fiduciary duty to act in the best interests of the organization and must sometimes look beyond their own business, community or sector. Briefly describe an experience that demonstrates your ability to consider a broader perspective.

5. Governance and leadership experience

Tell us about any board, committee, council, nonprofit, community, business or other leadership experience that may be relevant. Previous board experience is not required.

6. What would you bring that may be different?

Is there an experience, perspective, professional background or connection to the region that you believe would add value to the KRT Board?

7. Learning and development

What would you like to learn or better understand through your service on the KRT Board?

8. Director Commitment

The KRT Board meets a minimum of six times per year, virtually or in person. Board Directors are expected to prepare for meetings, participate constructively and may be asked to serve on committees.

☐ **I understand the commitment and can reasonably dedicate the necessary time to serving as a Board Director.**

9. Anything Additional

Is there anything else you would like the Nominating Committee to consider?