



■ Experience the art of hospitality ■

BOARD MEMBER JOB DESCRIPTION

Visit Mason City's Mission

To enhance the economy of Mason City and the North Iowa area through the promotion of the area as a destination for overnight visitors.

This is accomplished by attracting visitors to the community and generating new dollars in the community resulting in a stronger economy for the area.

EXPECTATIONS OF THE BOARD AS A WHOLE

As the highest leadership body of the organization and to satisfy its fiduciary duties, the board is responsible for

- determining the mission and purposes of the organization
- selecting and evaluating the performance of the Executive Director
- strategic and organizational planning
- ensuring fiduciary oversight and financial management
- resource and funding development
- approving and monitoring Visit Mason City's programs and services
- enhancing Visit Mason City's public image and relationship with community leadership
- assessing its own performance as the governing body of Visit Mason City

EXPECTATIONS OF INDIVIDUAL BOARD MEMBERS

Each individual board member is expected to

- know the organization's mission, policies, programs, and needs
- serve as active advocates and ambassadors for the organization and tourism
- work closely with city council, county supervisors and city leaders to advance Visit Mason City's mission
- prepare for, attend, and conscientiously participate in board meetings
- participate fully in one or more committees
- willingly volunteer for tasks on a per project basis

BOARD MEMEBERS ARE ALSO EXPECTED TO

- follow Visit Mason City's bylaws, policies, and board resolutions
- sign an annual conflict-of-interest disclosure and update it during the year if necessary, as well as disclose potential conflicts before meetings and actual conflicts during meetings
- maintain confidentiality about all internal matters of Visit Mason City

VISIT MASON CITY IOWA

2021 Fourth Street SW, Mason City, IA 50401 • P: 800.423.5724 | 641.422.1663 • F: 641.423.1220
E: cvb@VisitMasonCityIowa.com • W: VisitMasonCityIowa.com



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BOARD MEMBER APPLICATION

1. Candidate Name: _____

Mailing Address: _____

City	State	Zip
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Phone Number: _____ HOME CELL WORK

Email Address: _____

2. Current Employer/position: _____

3. Relevant Experience and/or Employment:

4. Please indicate area(s) of expertise/contribution you feel you can make to further the mission of Visit Mason City:

- | | | | | |
|-----------------------------------|----------------------------------|--|--|------------------------------|
| <input type="radio"/> FUNDRAISING | <input type="radio"/> MARKETING | <input type="radio"/> SPECIAL EVENTS | <input type="radio"/> STRATEGIC PLANNING | <input type="radio"/> LAW |
| <input type="radio"/> FINANCE | <input type="radio"/> ACCOUNTING | <input type="radio"/> PUBLIC RELATIONS | <input type="radio"/> HUMAN RESOURCES | <input type="radio"/> GRANTS |
| <input type="radio"/> TECHNOLOGY | <input type="radio"/> SPORTS | <input type="radio"/> GROUP TOURS | <input type="radio"/> MEETINGS & CONVENTIONS | |

5. Please list prior experience serving as a Board member for other non-profit organizations:

6. What other volunteer commitments do you currently have?

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7. Why are you interested in serving as a Board member for Visit Mason City?

8. How do you feel Visit Mason City would benefit from your involvement on the Board?

9. Please share any other information you feel important for consideration of you application:

Applicant Signature

Date

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