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## 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 MEMBERS 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](mailto:cvb@VisitMasonCityIowa.com) • W: [VisitMasonCityIowa.com](http://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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