

MTMA Board Recruitment

Core Competencies For All MTMA Board Members:

Someone with passion for Muskoka's tourism industry; sound judgment; conscientiousness; the capacity to challenge; willingness to act; conceptual thinking skills; financial acumen; decisionmaking skills; communication skills; teamwork skills; influencing skills; integrity; independence and fiduciary duty.

Additional Skill Sets For MTMA:

In addition to the core competencies identified above, specific skill requirements that reflect priority areas may include:

Gender representation
Geographic representation
Sectoral representation
Diversity/Youth
Information Technology (web, social media)
Marketing/Sales
Financial Management
Legal/Regulatory
Planning/Organizing
Government Relations
Operational/Programming Skills
Industry/Community Contacts

MUSKOKA TOURISM

BOARD OF DIRECTORS EXPRESSION OF INTEREST

The Muskoka Tourism Marketing Agency (MTMA) vision and mission statements guide all of our activities. Everything we do should be measured against how well it fits with our vision/mission.

Muskoka Tourism Vision

Muskoka Tourism will be the driving force behind Muskoka's tourism industry, as Ontario's most progressive Destination Marketing Organization.

Muskoka Tourism Mission

Muskoka Tourism will create marketing excitement that inspires visitors to choose Muskoka first and often as Ontario's "must-experience" destination.

Muskoka Tourism's single most important function is to market Muskoka as a tourism destination. Through creative, innovative marketing, Muskoka will become the "mustexperience" destination in Ontario.

It is our role to tell the story of Muskoka to celebrate its history and to help define and protect its future. We will lead collaboration with tourism marketing organizations at all levels to maximize the effectiveness and reach of our marketing initiatives.

We are committed to working with our partners and stakeholders in a collaborative and progressive way. Our ability to engage tourism industry partners and provide leadership to one of Muskoka's largest industries and employers is essential. MTMA is here to work on behalf of Muskoka's tourism industry and residents to improve our economic and social well-being.

Attributes of an ideal Muskoka Tourism Board Member

- **Core Competencies:** Passion for the tourism industry, judgment, resources, conscientiousness, capacity to challenge, willingness to act, conceptual thinking skills, financial acumen, decision-making skills, communication skills, teamwork skills, influence skills, integrity, independence and fiduciary duty.
- **Proven Performance:** In our environment, that translates into a solid track record of contributing to the success of programs, events and projects.

- **Commitment:** Serving as a leader in Muskoka Tourism is both an honour and a reward, but it requires demonstrated commitment to the organization and its mission and goals.
- **Time to Serve:** In addition to attending board meetings you will be expected to participate fully as a leader of Muskoka Tourism. This requires an ongoing time commitment to assist with events and membership programs, in addition to board meetings. You must participate in the development of the upcoming year's goals and expectations. You are expected to serve as a liaison between the membership and the Board.

Responsibilities & Expectations of a Muskoka Tourism Board Member

- **Purpose:** The Board determines policies, the strategic plan and monitors the financial status. The Board oversees the overall vision and direction of the organization, while the Executive Director and staff direct the day-to-day operations and administration.
- **Attendance:** Attendance at each Board meeting is required. You will resign your seat on the Board automatically upon being absent from three (3) consecutive or a total of four (4) Board meetings during your term, without having given a reasonable explanation to the Chairman in advance.

BOARD CANDIDATE PROFILE

The following information will be used for selection and voting purposes.

Please complete the following profile which will enable our members to better understand who you are and why you want to serve on the Muskoka Tourism Board of Directors. Please list your community involvements, share your comments on why you want to serve on the Board and what you would like to contribute to Muskoka Tourism.

Name:

Business:

Position:

Address:

Phone Number (s): _____ Email Address: _____

Education/Professional Background: (What experiences are you able to contribute to Muskoka Tourism)

Additional Community Service: (Where else in the community have you served?)

Why do you want to be on the Muskoka Tourism Board of Directors and what do you hope to accomplish during your term?

What goals would you consider important for Muskoka Tourism at this time?

What experience have you had in one or more of the following areas: marketing, community relations, information technology, marketing, legal, government relations or programming.

If elected, I understand and agree to fulfill these responsibilities, time commitments and expectations noted above, to the best of my ability.

Signature: _____ Date: _____

Visit www.discovermuskoka.ca to learn more about the Muskoka Tourism programs and activities. Muskoka Tourism By-Laws are available upon request. Muskoka Tourism is a registered not for profit organization and holds a Directors and Officers Liability Insurance policy.

Please complete and return this interest form to: mlawley@muskokatourism.ca

*The filing of this form considers you as an applicant for the Muskoka
Tourism Board of Directors.*

