Dear Travel Industry Colleague,

“Ultimately, a leader is not judged so much by how well he or she leads, but by how well he or she serves.”
Kevin Cashman, author of “Leadership from the Inside Out”

Thank you for your interest in becoming an Ohio Travel Association (OTA) board member. Serving the industry as an OTA board member is a rewarding experience. But it also requires dedication and hard work. Those businesses, organizations and employees who depend on a vibrant Ohio travel economy appreciate your willingness to give your time and talents to Ohio’s $46 billion travel economy.

In the event of a board member resignation during any given year, the OTA Full Board can elect a replacement for that board member’s term. Applicants must meet the OTA Code of Regulations requirements for regional and sector representation, so submitting an application does not automatically guarantee your candidacy.

If you are interested in running at the Ohio Conference on Travel, applications to become a 2020-21 OTA Board Member are due no later than Aug. 1, 2020. Submitted candidate information will be edited and sent to all OTA members within 30 days of the annual meeting so ballots may be cast at the Ohio Conference on Travel, Oct. 7-9 in Wooster. Once you have submitted your application, you will receive additional information about the election process.

If you have any questions about the application process, or about the expectations and requirements of becoming an OTA board member, please call me at 614.975.8487 or email me at mhuntley@ohiotravel.org.

Thank you again for your support of the Ohio travel industry.

Sincerely,

Melinda Huntley
Executive Director
Board of Directors Job Description

TITLE: Member, OTA Board of Directors

REPORTS TO: OTA Board President

PURPOSE: To serve the board as a voting member; to develop policies, procedures, and regulations for the operation of OTA; to monitor finances for the organization, its programs, and its performance

TERM: Board members serve 3-year terms beginning and ending with the OTA Annual Meeting.

TIME REQUIREMENT:
• Attend four annual board meetings as scheduled
• Serve as a committee member or chair on at least one standing committee
• Attend committee meetings either in-person or via conference calls
• Attend annual board retreat in November
• Attend regional meetings, annual meeting at the Ohio Conference on Tourism each fall, and other OTA activities

MAJOR DUTIES:
• Govern OTA by the broad policies developed by the board
• Establish overall long and short term goals, objectives and priorities for OTA in meeting the needs of its members and Ohio’s tourism industry
• Recommend policy to the board
• Promote OTA membership through networking, etc.
• Monitor and evaluate the effectiveness of OTA through regular reviews of programs, finances, and services
• Foster positive relations between OTA and its partners

EXPECTATIONS:
• Active board participation
• Preparation prior to meetings by being aware of issues and agenda items
• Contribution of skills, knowledge, and experience
• Participation in decision-making
• Assume leadership roles in all board activities, including sponsor development
• Serve the needs of the OTA membership
• Complete a conflict of interest and ethics agreement
Thank you for expressing an interest in board service for the Ohio Travel Association. As the travel industry association representing all sectors of the industry, Ohio Travel Association offers you the opportunity to shape the exciting future of Ohio’s $46 billion travel industry.

Name ______________________________________________________________________________

Company _____________________________________________ Title ___________________________

Address ______________________________________________________________________________

Business Phone _________________________ Email _________________________________________

Please check the following areas where your education and/or skills could contribute to boosting Ohio’s travel economy and the OTA board:

___ accounting
___ investment strategies
___ sponsor development
___ public speaking
___ other (please specify) _________________________________________________________

___ management
___ marketing
___ education
___ member recruitment

___ media relations
___ legislative relations
___ community relations

___ strategic planning

Please respond to the following questions. You may respond handwritten on this application, or by attaching a typed version. One additional page describing qualifications for this position not solicited elsewhere may be attached.

What can you most contribute to OTA and the industry?

Please identify your experience in community boards and/or tourism initiatives that demonstrate your leadership and partnership development familiarity. Don’t forget to include experience in OTA committees.

Why are you interested in an OTA board position?

Information submitted on this application, as well as any one-page supplement if attached, will be edited and distributed to Ohio Travel Association members prior to the election.

__________________________
Print Name

__________________________ Date