

## **Carbon County Visitors' Council Board Member Position Description**

### **Title**

Member, Carbon County Visitors' Council Board of Directors

### **Purpose**

To serve as an active voting member of the legally constituted volunteer group which has authority and responsibility for the development of policies and continuing review of the conduct of business in managing the Carbon County Lodging Tax and to assist in the promotion of Carbon County as a year-round tourist destination. To promote events, tourism, and the hospitality industry in Carbon County with a vision of striving to be a destination of choice and diversity for those in search of quality activities year-round.

### **Term**

Board members are appointed by their governing body (town or county) to a 3 year term (except when filling an unexpired term). Appointed board members are limited to 2 consecutive full term appointments, except when the appointed board member has filled an unexpired term. In which case, the appointed board member would be eligible to serve 2 full terms upon the completion of the unexpired term.

### **Criteria**

- Willing to accept and promote the mission, goals and objectives of the Carbon County Visitors' Council.
- Possesses professional expertise and influence needed by the Carbon County Visitors' Council and/or represents one or more constituencies needed to provide balance to the Board's membership.
- Has demonstrated significant leadership capability in the community and is willing to provide that expertise to the operation of the Board.
- Able and willing to serve effectively as a public representative of the organization and involve others in the work of the Carbon County Visitors' Council.

### **General Responsibilities**

To serve as an active voting member of the legally constituted volunteer group which has authority and responsibility for the development of policies, supervision including hiring and firing of the Executive Director, and continuing review of the conduct of the business.

### **Specific Tasks**

Participate regularly by attending scheduled board meetings, orientation sessions, yearly retreats, training opportunities and special meetings as appropriate.

- Spend time studying and evaluating issues to become informed and prepared to discuss and vote on issues facing the Carbon County Visitors' Council. Each board member is expected to

vote their position after careful consideration of the issue. Tasks which will require preparation and a vote by Board members include but is not limited to decisions on issues, policies, priorities, goals and objectives;

- Participation with other Board members and staff in the formulation, updating, and approval of long range strategies and objectives.
- Nomination and election of members and officers of the Board;
- Monitoring and evaluation of the effectiveness of the projects and programs and assure these projects and programs are progressing toward achieving stated objectives; and,
- Approval and monitoring of the operation, visitor center, Rawlins administrative office, CCVC projects and postal grant budgets.
- Evaluate and decide to approve or disapprove of all Marketing and/or Sponsorship Grant Applications throughout the year.
- Support the resolutions and actions of the Board of Directors irrespective of personal opinion as to any such resolution or action.
- Assure a process is in place to select, employ, and annually evaluate the performance of the Executive Director.
- Promote the mission, goals, and objectives of Carbon County Visitors' Council to increase public awareness, understanding and support of the organization.
- If necessary, seek assistance from other Board members to enable each member to successfully fulfill the above level of commitment.

## **Time Demands**

### **Regular Meetings**

Monthly board meetings  
Yearly Retreat

### **Estimated Time Demands**

3-6 hours/ month  
1 ½ days/year

### **Other Volunteer Opportunities**

Trade Show assistance  
Yearly Governor's Conference  
Educational/Industry focused conference(s)  
Event attendance

1-4 days/show  
1-3 days/conference  
1-3 days/conference  
1-4 hours/event