

Board of Directors Application

The Monterey County Convention and Visitors Bureau (MCCVB) is the official destination marketing organization for Monterey County, California. The Board of Directors is the governing body of the MCCVB and responsible for setting the strategic direction of the organization.

The MCCVB is a 501(c)6 (non-profit) corporation. Funding for MCCVB programs is provided through a partnership of the City of Monterey, Monterey County, Carmel-by-the-Sea, Pacific Grove, Salinas, Seaside, Marina, Sand City and Del Rey Oaks.

The structure of the Board is as follows:

Appointed:

- 1 City of Monterey
- 1 County of Monterey
- 1 Monterey County Mayors Association from a funding jurisdiction other than Monterey

Elected*:

- 8 Hotel representatives
- 4 At-large representatives
- (*Two of the elected positions are reserved for the Chair and Past-Chair)*

Advisors (non-voting)

- 1 Monterey County Hospitality Association
 - 1 Vintners & Growers Association
 - 1 Arts Council
 - 1 Film Commission
 - 1 Airport District
 - 1 Monterey County Economic Opportunity Committee
 - 6 Funding Jurisdictions not represented in appointed seats
 - 3 At-Large Advisors as needed.
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MCCVB is seeking applications for six (6) elected positions on its Board of Directors (4 Hotel, 2 At-large seats). All elected positions are two-year terms. Terms begin on July 1, 2017 and end on June 30, 2019.

If you are interested in serving on the MCCVB Board of Directors, please complete and submit the attached application by May 5, 2017. After application review, interviews may be conducted by the MCCVB Nominating Committee and its advisors. Final recommendations will be made and the new Board will be confirmed at the Annual Meeting of the MCCVB Board of Directors on June 28, 2017.

In support of the work of the Board of Directors, the MCCVB has three standing committees that have open annual applications: Executive, Finance, and Marketing. Committee applications are reviewed and one-year appointments are made by the MCCVB Board of Directors.

Executive Committee:

The Executive Committee will be a five (5) Member Committee composed of the Corporation's Chairperson, Chairperson-Elect, Secretary, Treasurer, and Past Chairperson of the Board. The Chairperson, Chairperson-Elect, Secretary, Treasurer, and Past Chairperson of the Board shall be selected by the Nominating Committee and elected by the Board of Directors at its annual meeting.

The Executive Committee shall support the President/CEO in vetting of confidential issues, and shall act on behalf of the full Board of Directors in case of an emergency. Actions taken at such emergency meetings shall be ratified by the majority of the Board of Directors at the next regularly scheduled meeting of the full Board of Directors. The Executive Committee will formulate the job description for the President/CEO of the Corporation and will review the President/CEO's job performance and employment contract. The performance of the President/CEO shall be reviewed no less than annually under the direction of the Chairperson. Written reports of the review shall be confidential and shared on that basis with members of the Executive Committee. The Executive Committee will review the results of the bi-annual HR audit summary upon its completion and make recommendations to the Board of Directors.

Duties of the Chairperson

The Chairperson shall be the Chairperson of the Board of the Corporation. The Chairperson shall assist in setting and approve agendas for meetings of the Board of Directors and Executive Committee prior to their publish date, and preside at all meetings of the Executive Committee and Board of Directors. The Chairperson shall be ex-officio member of all committees, special task forces and study groups.

Duties of Chairperson-Elect

The Chairperson Elect, in the absence of the Chairperson, or in the event of his or her inability or refusal to act, shall perform all the duties of the Chairperson, and when so acting, shall have all the powers of, and be subject to all the restrictions on, the Chairperson. Said officers shall have other powers and perform such other duties as may be prescribed by the Board of Directors.

Duties of Secretary

The Secretary shall work with MCCVB staff to ensure proper meeting notices, minutes and records are kept of director and executive committee meetings as prescribed by the MCCVB By-laws and as required by law.

Duties of Treasurer

The Treasurer shall work with MCCVB staff to ensure oversight of the funds of the Corporation, financial policies, record keeping, preparation and financial statements are maintained in a safe, consistent and law-abiding manner. The Treasurer is the Chair of the Finance Committee.

Finance Committee

The Finance Committee, comprising as many directors as desired by the Board, shall be chaired by the Treasurer of the Corporation.

The Finance Committee shall advise and otherwise assist the Board and the President & CEO by providing general financial oversight in six areas:

- (a) Developing (and amending from time to time) financial policies and procedures;
- (b) Financial planning and budgeting;
- (c) Financial reporting and audits;
- (d) Banking, accounting and internal controls;
- (e) Managing capital assets and leases; and
- (f) Other areas, as requested.

Marketing Committee

The Marketing Committee, chaired by a member of the board, will provide input and advice to the President/CEO and Board of Directors on the marketing plans and activities of the Corporation.

Community Relations Committee

The Community Relations Committee is an ad hoc working committee of MCCVB. The purpose is to ensure good relations, active participation and cohesive communication with our partner jurisdictions, business associations and other community groups on the positive economic and social impacts of tourism in Monterey County and on the benefits of partnership with the MCCVB. The committee will also represent the MCCVB and report regularly on MCCVB results and initiatives to City Council members and County Board of Supervisors throughout the year. This committee will serve through June 30, 2017.

Scope of work to include:

- Continue community outreach program
- Council meeting agenda reviews, regular attendance and reporting
- MCCVB Quarterly Forums & events attendance

MCCVB Board of Directors Application Requirements

- Candidates must be experienced tourism industry professionals and a decision maker for their business/organization or authorized to speak on behalf of the business/organization they represent
- Candidates for the Board of Directors must be Regular members and must have a principal place of business within the boundaries of Funding Jurisdictions.
- Candidates must be willing and able to meet monthly during the fiscal year
- Candidates must be willing and able to serve on an active committee (standing or ad-hoc)
- Candidates shall complete the Board of Directors application form and submit to Kelly@seemonterey.com on or before May 5, 2017.
- If additional space is needed please expand the space provided on the form or use additional pages to supplement your answers

Guidelines for selection of Board Members

- Nominating Committee shall consider funding sources
- Nominating Committee shall consider
 1. Experience and expertise
 2. Geographic distribution
 3. Industry segment diversity
- Nominating committee shall consider the balance of general hotel diversity including: limited service and full service hotels, large group oriented and small leisure only, etc.
- Nominating committee shall ensure board candidates are either decision makers for their business/organization or authorized to speak on behalf of the organization/business they represent
- Nominating committee shall adhere to By-laws related to the selection process (e.g. term limits, composition, etc.)
- Nominating committee shall ensure that all recommended board candidates have completed the board member application and signed and agreed to the board member description of duties and responsibilities
- Nominating Committee shall consider other relevant information concerning the candidate's character, capabilities, and fit for a Board position. Such information may have been gained, for example: from prior interaction with the MCCVB and its members; and during the application and selection process (which may include interviews)

Board of Directors Application

Please complete the application form in full and return by May 5, 2017 to:

Kelly@seemonterey.com or mail to

Kelly Gonzalez, MCCVB
 787 Munras Ave., Suite 110
 Monterey, CA 93940

Contact Information	
Name	
Title	
Company	
Street Address	
Mailing Address (if different)	
City ST Zip Code	
Work Phone	
Cell Phone	
E-Mail Address	

Term and Category	
Which category applies to you? <input type="checkbox"/> Hotel/Lodging <input type="checkbox"/> At-Large	
Would you like to be considered to serve on the Executive Committee in the position of Secretary, Treasurer or Chair-Elect? <input type="checkbox"/> yes <input type="checkbox"/> no	
Are there days of the week you are unable to attend meetings? <i>(please fill in below)</i>	
Weekday mornings	<input type="checkbox"/> Mon <input type="checkbox"/> Tues <input type="checkbox"/> Wed <input type="checkbox"/> Thurs <input type="checkbox"/> Fri
Weekday afternoons	<input type="checkbox"/> Mon <input type="checkbox"/> Tues <input type="checkbox"/> Wed <input type="checkbox"/> Thurs <input type="checkbox"/> Fri

If you have never served on the MCCVB Board of Directors, please provide three (3) professional references with contact information.

1. _____
2. _____
3. _____

Board of Directors Application

Interest

Please indicate why you would like to serve on the MCCVB Board of Directors.

Have you ever served on a board of directors? Yes No

(If yes, please explain below)

Special Skills and Qualifications

Please summarize your special skills, qualifications and industry affiliations pertaining to the MCCVB Board of Directors.

Board of Directors Application

Your Relationship with the Monterey County Convention and Visitors Bureau

Please summarize your knowledge of and experience with the MCCVB.

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Your Vision for the Monterey County Convention and Visitors Bureau

What do you feel are the most important priorities or goals for the MCCVB in the next few years?

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Agreement and Signature

By submitting this application, I hereby commit to attend ALL MCCVB Board of Directors meetings and will perform ALL work that may be required if I am appointed.

Name (printed)	
Signature	
Date	