

MERCER COUNTY CONVENTION & VISITORS BUREAU BOARD MEMBER RESPONSIBILITIES AND EXPECTATIONS

The Mercer County Convention & Visitors Bureau is the Certified Destination Marketing Organization for Mercer County. The bureau was incorporated in 1985. The Convention and Visitors Bureau (MCCVB) serves as the first point of contact for any meeting planners, sports tournament directors, tour operators, special event planners, and, of course, leisure travelers. Marketing, advertising, and promotional efforts are focused 50 miles outside the bureau's region to attract new dollars and new business, which results in a positive impact on economic development.

The CVB markets the county, as a whole, by using the biggest draws of the county, the outdoors, to help support the entire tourism community through travel.

Mission Statement: The Mercer County CVB creates economic growth promoting the county as a destination.

BASIC RESPONSIBILITIES

By fulfilling the following responsibilities, members of the Board of Directors of the MCCVB are valued partners in the effort to promote Mercer County as a premiere travel destination.

1. Select and support the executive director and assess his or her performance. Undertake a careful search to find the most qualified individual for the position of executive director. Ensure that the executive director has the moral and professional support he or she needs to further the goals of the organization.
2. Provide proper financial oversight. Review and approve the annual budget, ensuring that proper financial controls are in place.
3. Determine the organization's mission, vision, and goals for programs and services. Review the statements of mission and vision that articulate the organization's purpose, goals and constituents served. Participate in the strategic planning process and assist in implementing, strengthening, and monitoring the plan's goals. Regularly evaluate and modify goals which are consistent with the organization's vision and mission. Work to positively impact the development of accurate and reasonable action steps to meet the MCCVB mission and vision.
4. Ensure adequate resources. Provide adequate resources and advisors for the organization to fulfill its mission. Demonstrate the board's 100% support of the organization to constituents and the community. Cultivate interest in prospective investors and sponsors.
5. Ensure legal and ethical integrity and maintain accountability. The board is ultimately responsible for ensuring adherence to legal standards and ethical norms.

6. Recruit and orient new board members and assess board performance. Suggest possible nominees to the board who can make significant contributions to the work of the board and the MCCVB based on the current needs of the board. Articulate prerequisites for candidates. Orient new members and periodically and comprehensively evaluate the performance of the board.

7. Enhance the organization's public standing. Clearly articulate the organization's mission, accomplishments, and goals to the public and garner support from the community. Inform others about the organization and act as an ambassador for the organization in public and private settings.

BASIC EXPECTATIONS: The following expectations help ensure that the Board of the Mercer County CVB is working in a manner that advances MCCVB's mission, vision, and strategic plans.

1. Establish a high priority attendance at meetings and be a member of at least one committee or taskforce. The full board meets four to five times a year.

2. Come prepared to discuss the issues and business to be addressed at scheduled meetings, having read the agenda and all background materials relevant to the topics at hand.

3. Participate in strategic planning sessions and other educational events that enhance board member skills.

4. Be informed about the MCCVB's mission, services, policies and programs.

5. Seek diligently to understand the MCCVB's budget and finances.

6. Promote the MCCVB by attending and supporting events, if applicable.

7. Respect the confidentiality of privileged information both during and after serving on the board of the MCCVB.

8. Follow board policies and maintain honest and ethical standards.

9. Provide support and advice to the staff but avoid interfering in administrative activities or making special requests of the staff.

10. Recognize that decisions of the board can be made only by a majority vote at a board meeting after constructive deliberation and representation of all facts and viewpoints. Respect and support the majority decisions of the Board of the MCCVB, even when in a minority position on such actions, while retaining the right to seek changes through ethical and constructive channels.

11. Cultivate potential volunteers, sponsors, committee members, and future board members.

12. Be an ambassador for the MCCVB in the community. Help spread the mission and vision of the organization.

13. Attend a new board member orientation as applicable.

