



**Ohio Travel**  
ASSOCIATION

2020

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”*

On behalf of OTA Nominations Chair Nichole Cardinale, 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 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 virtual Annual Meeting in December, applications to become a 2020-21 OTA Board Member are due no later than Oct. 7, 2020. Submitted candidate information will be edited and sent to all OTA members within 45 days of the annual meeting so ballots may be cast prior to the virtual Annual Meeting on Dec. 8. 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 419-366-4391 or email me at [mhuntley@ohiotravel.org](mailto: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



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# Nomination Application to the OTA Board of Directors

Please return to [mhuntley@ohiotravel.org](mailto:mhuntley@ohiotravel.org) by Oct. 7, 2020 for consideration during the state tourism conference election.

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 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:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> accounting                   | <input type="checkbox"/> management         | <input type="checkbox"/> media relations       |
| <input type="checkbox"/> investment strategies        | <input type="checkbox"/> marketing          | <input type="checkbox"/> legislative relations |
| <input type="checkbox"/> sponsor development          | <input type="checkbox"/> education          | <input type="checkbox"/> community relations   |
| <input type="checkbox"/> public speaking              | <input type="checkbox"/> member recruitment | <input type="checkbox"/> strategic planning    |
| <input type="checkbox"/> other (please specify) _____ |   |  |

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

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date