

Ontario County Four Seasons Local Development Corporation
d/b/a Finger Lakes Visitors Connection

Mission: Drive increased visitation and economic vitality by marketing and developing the assets of Ontario County as a premier leisure and meetings destination.

Position Title: Board Member

Reports to: Chairperson

Qualifications: Finger Lakes Visitors Connection is a not for profit organization (501c3) and LDC formed by Ontario County. The members of the Board of Directors are nominated by the corporation and appointed by Ontario County. While the Board is appointed from specific entities or organizations, the Board is focused on the overall good for the broad Ontario County travel industry. (Strategic Plan: 2020)

Function: The Board makes planning and policy decisions; is responsible for financing those decisions; oversees, reviews, and monitors organizational plans; and promotes community understanding of and support for the organization

Additional Requirements: Board members are required to sign a conflict of interest and code of ethics statement, and to complete mandatory training for the Public Authorities Accountability Act within the first year.

Tenure: Each Board member's term is reviewed every three years or when a member has a change in employment. Other requirements are within the bylaws.

Principal Activities:

1. Be prepared for, attend and actively participate a majority of the Board meetings
2. Contribute to at least one committee – actively participate in its deliverables
3. Be willing to grow within the board structure, advocate for the organization and assume leadership positions
3. Follow the *board norms* on decisions of the board and adopted meeting practices
4. Subscribe to the *team core values*

BOARD NORMS AND TEAM VALUES

Board Norms

Meeting Protocol

- Call or email and confirm your attendance at meetings
- Arrive at meetings on time
- Commit to the full meeting. All meetings will be a maximum of one and a half hours
- Declare conflicts of interest where applicable on any agenda or discussion items
- Working from a consensus agenda requires trust and consideration of the committee work in advance of the meeting. Prepare for the meeting and when possible, ask for clarification in advance.
- Use the electronic resources of the organization for communications and preparation. Currently, this is a shared platform called, One Drive.

Role Protocol

- Recognize that the board position is one of oversight and fiduciary responsibility as a volunteer member of a policy making group, rather than a paid staff position. Leave the staff work to the staff, but contribute to the policy to guide the staff.
- Actively participate in the decisions of the board. All decisions will be arrived at by consensus after all viewpoints are heard, understood, and considered. By working toward consensus the decision for the organization will have the broadest possible backing, understanding, and wholehearted support of board members
- Abide by the adopted policies of the Board of Directors

Team Values

Commitment.

Interest and commitment to the tourism industry and its interconnectivity to the local community and economy in achieving our **vision** of:

Tourism being recognized as an industry that contributes to the economic prosperity of Ontario County by infusing new dollars into our communities, enhancing the quality of life for residents, and promoting the natural beauty of our county.

Enthusiasm.

Enthusiasm and positive energy toward the goals and performance of the organization in its **mission to:**

Drive increased visitation and economic vitality by marketing and developing the assets of Ontario County as a premier leisure and meetings destination.

Engagement.

Engagement is a step beyond participation. It's more than showing up; it's bringing active, innovative, and innovative ideas and advice. Participation in a team atmosphere.

Playful and Fun.

Travelers want fun, relaxation. Working in a playful atmosphere – even on serious matters ultimately contributes to the delivery of “happy” and “fun” and in the case of Finger Lakes hospitality – authenticity.