



Approved: March 12, 2020

Board of Directors | Director Job Description

Vision

Oregon Destination Association is an association of Destination Marketing and Management Organizations (DMOs), dedicated to developing the highest standards of DMO leadership through professional conduct and advocacy on behalf of Oregon's tourism and hospitality industry.

Mission

ODA is a leading voice for Oregon's tourism industry.

Requirement to serve on the Board of Directors:

Active (voting) Director:

The official representative of the DMO or RDMO member in good standing

Ex Officio (non-voting) Director:

Any ODA member in good standing able to provide insight and expertise to help inform discussion and decision-making

Associate (non-voting) Director:

An Associate member is any person, firm, organization, corporation or other entity that provides a service in connection with the tourism and hospitality industry. Associate members are not entitled to vote in the corporation

Summary:

The power and responsibility of the Board of Directors is to make policy decisions; to appoint or remove directors and officers and to oversee association programs implemented by the Managing Director. The Board shall be responsible to oversee financial affairs; to approve the annual budget and ensure the organization has adequate internal accounting systems and controls.

Essential Functions:

- Provide strategic leadership for the organization in general
- Review and approve the budget and the finances of ODA
- Authority to adopt and enforce such policies, procedures, rules and regulations as deemed appropriate and beneficial to the members and the Association
- Attend (via Conference Call) bi-monthly (estimated 6x per year) board meetings
- Attend (in person) the ODA Annual Conference (2 days) and Annual Board Retreat (2 days).

Note: travel expenses are the responsibility of the Director

- Participate on board committees as applicable
- Provide input, advice and counsel to the Managing Director
- Assist with representation at selected local, regional and statewide meetings that serve to foster the betterment of ODAs mission
- Foster synergistic political relationships with City, County and State elected leaders
- Other related duties which may be necessary or desirable to support ODAs success

Fundraising:

All Board members and/or their organization must be Active, dues-paying members of ODA.

Board Terms / Participation:

Board members serve two-year terms and are eligible for up to five consecutive terms. Board members serve without remuneration. Any Director missing two or more unexcused meetings in one fiscal year may be considered as having tendered resignation.

Qualifications:

Service on the ODA Board is an extraordinary opportunity for individuals passionate about ODAs mission. Board Members will have achieved leadership stature in destination marketing and management, tourism industry businesses, government, philanthropy, or the nonprofit sector. His/her accomplishments will allow him/her to attract other well-qualified, high-performing Board Members.

Ideal candidates will have the following qualifications:

- Extensive professional experience with significant executive leadership accomplishments in destination marketing and management
- A commitment to and understanding of ODA, preferably based on experience
- Savvy diplomatic skills and a natural affinity for cultivating relationships and persuading, convening, facilitating, and building consensus among diverse individuals
- Personal qualities of integrity, credibility, and a passion for improving the leadership and stature of Oregon’s tourism industry