



Join Our Board of Directors! Shape the Future of Our Destination Marketing Organization (DMO).

Are you passionate about tourism, economic development, and creating memorable visitor experiences? Tourism Niagara-on-the-Lake (NOTL) is seeking dynamic, visionary leaders to join our newly established Board of Directors. Together, we will enhance our Town's reputation as a world-class, four-season travel destination, promote sustainable tourism, and drive economic growth.

Why Join Our Board?

Tourism Niagara-on-the-Lake has recently transitioned to an independent organization with a board complement of nine (9) positions. We are currently looking for seven (7) new board members. As a board member, you'll play a pivotal role in the governance of the DMO, execution of the town's new Tourism Strategy and Action Plan, and guiding the brand marketing execution that resonates with our target markets, both locally and internationally.

Ideal Candidates

We are looking for individuals with specific skills, expertise, and attributes needed for board members to effectively govern and guide the organization toward our long-term goals. Having a passion for our town and a commitment to sustainable tourism is also critical to the success of the organization. The skills and competencies we are seeking include:

- Strategic Planning and Vision
- Tourism Industry Expertise
- Leadership and Influence
- Financial Acumen
- Government and Stakeholder Relations
- Stakeholder Engagement
- Education, Technology and Digital Innovation
- Marketing and Branding
- Legal and Regulatory Insight
- Human Resources and Talent Management
- Risk Management
- Non-Profit Board Experience

Commitment

Successful candidates will be notified during the week of December 9, 2024, with the inaugural board meeting commencing in early January 2025. At this time, the new board will select the officers and determine the frequency of meetings and other administrative requirements.

Application Process

If you are ready to make a difference and leave a lasting legacy, please send your resume and cover letter to Kathy Weiss, Executive Director at kathy@niagaraonthelake.com no later than **Friday, November 29, 2024, at 4:00 pm**

Together, let's elevate our world-class destination and inspire visitors to come more often, stay longer, and experience our vast assets and beautiful villages.