



## **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 are also critical to the success of the organization. The skills and competencies we are seeking include:

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

### **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](mailto:kathy@niagaraonthelake.com), no later than **Wednesday, January 22, 2024, at 4:00 pm.**

### **Commitment**

Successful candidates will be notified during the week of Jan 27, 2024, with the inaugural board meeting commencing in February 2025. The new board will then select the officers and determine the frequency of meetings and other administrative requirements.

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.