

Responsibilities of the Irving Convention and Visitors Bureau Board of Directors

- Act as the policy-making body for the CVB and give direction, through the Board Chair, to the Executive Director.
- Think “Bureau/Visitor Industry First” when you are in the Board room
- Be an advocate for the Bureau and the hospitality industry in Irving.
- Attend monthly Board meetings of the Bureau.
- Participate – actively - on at least one of the Board’s committees.
 - Attend the meetings of any committee to which you are appointed, or otherwise have interest.
- Develop and maintain a personal relationship with City of Irving elected officials; be sure you have a specific relationship with the City Council member who represents the district where you live/work, and with the City Council members elected at-large, including the Mayor.
 - Don’t wait for a crisis or an issue to start building the relationship.
- Take an active role in the community-at-large and serve as a Bureau and industry champion in that role.
- Be aware of community and political issues that may directly or indirectly affect the industry or the CVB itself.
- Be “tuned in” to what is happening at City Hall – issues facing the City Council, regardless of whether they have direct impact on the hospitality industry.
- Introduce decision-makers who influence travel in your own company, professional associations or social circles to Irving and the ICVB.
- Understand the mission and function of the ICVB and be able to answer questions in the community about the Bureau’s programs and the value of the hospitality industry in Irving.
- Be willing to speak on the Bureau’s behalf on actions taken by the Board or on programs of the Bureau as requested by the Board Chair or the Executive Director.
- Be familiar with the Board’s bylaws regarding voting, attendance, terms of office, conflict of interest and other pertinent items.
- Be aware of and responsible to the Texas Open Meetings Act, and participate in all City of Irving required training.
- **NOTE:** The City of Irving Officer and Liability Plan (Chapter 27A, Article V, Irving Code of Ordinances) provides coverage for members of the Board for acts during the discharge of the member’s official duties within the course and scope of the office.

*RECOMMENDATION: Be sure to read **Destination Leadership**, by Bill Geist, which has been provided with your orientation materials. (Select chapters from this book are included in this tab.) While not all implies directly because of the City Council’s role in appointing the board and because of this CVB’s structure as a government agency, there is excellent information in better understanding this industry you now represent, and your role as a board member.*