

## **ICVB Board Member Position Descriptions**

### **Priorities for all:**

- Balance of community insight, industry and business expertise
- Big picture and long-term thinkers
- Understanding of the role of the Convention and Visitors Bureau
- Ability to commit the time necessary to actively participate
  - Nominees are expected to attend the monthly ICVB board meetings and need to have the discretionary control over their calendars in order to effectively participate
  - Board members are asked to be active participants on at least one of the Board's committees
  - Seat-specific positions are expected to report on a regular basis on their respective elements/organizations
- Sensitive to real/perceived conflicts of interest

### **Board Member (Civic Appointees)**

The ICVB priorities for consideration in board appointments would include: broadening community and industry involvement; creating opportunities for greater participation in process and strategy; and broadening and deepening board committee participation. Key to the success of the CVB board is the ability of its members to get the CVB "in the door" with high level trade associations and key community and business leaders – to have influence with those who have influence. A balance of business expertise, alongside citizen and industry interests, provides the most effective CVB board combination. Equally crucial to the success of the CVB board is that all appointees currently in the workforce be their respective company's president, owner, firm partner, CEO or other senior management executive. The CVB staff is composed of seasoned, experienced industry professionals; while industry knowledge is crucial to the board's overall effectiveness, the greatest need is for organizational advocates with strong ties in the community, as well as high level business experience.

### **Hospitality Industry**

Nominees for this seat are not restricted to Irving residents, and are primarily focused on the hotel side of the industry. Hotel nominees are submitted by the Irving-Las Colinas Hotel Association; non-hotel nominees may be submitted by the ICVB Board of Directors. Nominees should be: engaged within the industry and bring a desired industry perspective to the board, and be willing to engage with Irving elected and appointed officials on issues as needed. The ideal nominee will be engaged with the hospitality industry throughout Irving, and be able to represent the interests and concerns of all.

Hotel appointees should be either the General Manager of an Irving property, or Senior Management of a regional or corporate hotel management or development offices with properties represented in Irving, or a hotel corporate office in Irving. It is also important to identify geographic or market segment diversity when possible in these appointments.

### **Restaurant Industry**

Nominees for this seat are not restricted to Irving residents. Nominees may be submitted by the Greater Dallas Restaurant Association. Nominees should be: engaged within the restaurant/food service industry, bring a desired industry perspective to the board, and be willing to engage with Irving elected and appointed officials on issues as needed. The ideal nominee will be engaged with the restaurant industry throughout Irving, and be able to represent the interests and concerns of all.

Restaurant appointees may include: General Manager of an Irving property; Senior Management of a regional or corporate restaurant, franchise, management or development offices with properties represented in Irving; or a restaurant/franchise corporate office in Irving.

### **Industry-At-Large**

Nominees for this seat are not restricted to Irving residents. Nominees should be: engaged within the industry and bring a desired industry perspective to the board, and be willing to engage with Irving elected and appointed officials on issues as needed. Ideally, nominees will represent an Irving connection, whether it is via residency, an Irving-based business or through other formal or informal forums.

Examples of industry perspective that would bring added value to the Board include but are not limited to: airlines, airports, attractions, museums, transportation providers, tour operators, hoteliers, restaurants, catering companies, event management companies, entertainment providers, event venues, “shared economy” leaders (i.e., regional managers for Uber, Lyft, Air BNB, etc.), retailers, retail developers, etc.

### **University of Dallas, TIF #1 Board and Dallas County Utility & Reclamation District**

Nominees for these seats are not restricted to Irving residents, and there are no specific term limits associated with these positions. These positions are primarily focused on development opportunities and issues that are key to the city’s hospitality industry; in addition, the University of Dallas position brings a connection to advanced education for the board perspective.

Nominees should be: actively engaged within the Irving community, in an outward-facing role; a very senior member of the organization; highly attuned to development issues and opportunities; and willing to engage with Irving’s elected and appointed officials, on local, state and national basis, on issues as needed.

The TIF #1 Board position is for the chair of the TIF Board or his/her designee. The DCURD position is that Board chair’s designee. The UD position is a University representative and may be a senior level staff person, board/trustee member, or other designee.

### **Former Board Member**

Nominees for this seat should be: a former voting member of the Board; still an Irving resident; still engaged locally and still willing to engage on issues. Nominees also should be an active participant in other community forums, either formal or informal, such as Henry Holmes Breakfast Forum, “House of Commons,” Rotary, etc. The seat is not limited to former chairs, but any former board member.

The board’s objective in filling this position primarily is to keep former board members engaged and up-to-date on the current board’s activities. Former board members bring tremendous institutional awareness and perspective that is invaluable to the current board.

This position is for a single two-year term, which may be renewed for a second term based on the Board’s recommendation.