



Visit Greater Palm Springs Board Liaison Guidelines

A Board Liaison is a member of the Visit Greater Palm Springs Board of Directors who maintains a critical connection between the Board and a specified department of Visit Greater Palm Springs (VGPS). Board Liaisons are volunteers and serve a one-year term from January to December.

Board Liaison Responsibilities

- Offers input and facilitates communication between the Board and the department leadership, advocating on behalf of VGPS as appropriate
- Ensures that the work of the department is aligned with the overall strategic plan, allowing for fluidity based on market conditions and changes to the economic environment
- Fosters collaborative working relationships between VGPS leadership and the Board of Directors
- Supports VGPS's sales initiatives by communicating at Board Meetings with the members, offering data and pertinent information as needed
- Reviews the department's marketing plan, sales initiatives, budget, etc., and offers input as requested
- Serves in a consultative role, brainstorming ideas and/or possible solutions with the department leadership
- Provides information and resources as needed to support VGPS leadership
- Agrees to meet or communicate a minimum of six times per year with VGPS leadership
- Liaisons should not expect any special consideration or access to VGPS proprietary information

Terms

The term is one year, Jan.-Dec., maximum three terms. **(Leadership proposed 2/11/22):**

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| Marketing/Brand | Bob Schneider and Celeste Brackley (Colleen Pace) |
| Convention Sales | Tom Scaramellino and Rob Hampton (new VP Sales) |
| Public Relations | Greg Purdy (Joyce Kiehl) |
| Destination Experiences | Barb Smith (Rob Osterberg) |
| Tourism Development | Peggy Trott (Gary Orfield) |
| Palm Springs Marketing | Rob Hampton (Kimber Foster) |
| Indian Wells Marketing | Tim Pyne (Sean Smith) |
| Finance | Aftab Dada (Bill Judson) |
| Partnership | Tim Ellis, Jeffrey Bernstein? Others? (Davis Meyer) |