



## Greater Palm Springs CVB Board Liaison Guidelines

A CVB Board Liaison is a member of the Board of Directors who maintains a critical connection between the Board and a specified department of the Greater Palm Springs Convention & Visitors Bureau (CVB). 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 the CVB 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 CVB leadership and the Board of Directors
- Supports the CVB'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 CVB leadership
- Agrees to meet or communicate a minimum of six times a year with CVB leadership
- Liaisons should not expect any special consideration or access to CVB proprietary information

### Terms

The term is one year, July to June, maximum three terms. Current (09.25.2020) liaisons:

Marketing	Bob Schneider and Celeste Brackley
Convention Sales	Tom Scaramellino and Rob Hampton
Destination Services	Barb Smith
Public Relations	Greg Purdy
Tourism Development	Peggy Trott and Christoph Roshardt
Destination Development	Tim Ellis and Rolf Hoehn
Brand	Kelly Steward and Bruce Abney