



Greetings!

Visit San Antonio is seeking qualified and interested individuals to serve on its Board of Directors. Visit San Antonio is a 501c6 organization created to serve as the destination marketing organization for San Antonio and the surrounding areas. There are currently seven (7) open board positions – each with a commitment of up to a three-year term—in the following categories:

- Hotel Representative
- Transportation Representative
- Culinary/Restaurant Representative
- Chamber of Commerce Representative
- River Walk Representative
- Leisure/Attractions Representative
- Arts/Culture/Heritage/Music Representative

The information contained in this packet is designed to provide you with an understanding of the candidate application and selection process. Please consider this packet an official invitation to apply for a position on the Visit San Antonio Board of Directors. Included in this packet, you will find:

- Mission of Visit San Antonio
- Qualifications & Commitments
- Timelines for the Nominating Process
- Official Application & Guidelines

If you have questions about the process or the materials to be submitted, please do not hesitate to contact Tina Arguello, Sr. Executive Assistant, Visit San Antonio, 210.244.2047 or Tina.Arguello@visitsanantonio.com

Please submit this packet by mail or electronically by Wednesday, March 20th, 2024, at 5 p.m. CST. Please ensure you include the official application, as well as an updated resume and two to three (2-3) letters of recommendation. Packets should be submitted to the following:

Visit San Antonio
110 Losoya St.
San Antonio, TX 78205
E-mail: Tina.Arguello@visitsanantonio.com

Sincerely,

A handwritten signature in dark ink, appearing to read "Jenna Saucedo-Herrera".

Jenna Saucedo-Herrera
Immediate Past Chair, Visit San Antonio Board of Directors
President & CEO
greater:SATX



Please review the qualifications and commitments listed below to evaluate your ability to fulfill the responsibilities required of Visit San Antonio Board Members.

Mission

“Bringing the world to San Antonio.”

Responsibilities

The 23-member diversified board represents various business sectors, community, and visitor industries as well as a mix of public and private representation. The term of the appointment is up to three years. The board provides policy direction to Visit San Antonio, which includes, but is not limited to budget review and approval, contributing to the formation of marketing strategies, advocating, and generally advising and assisting the President & CEO.

The Board Composition is as follows:

- Two (2) appointments by the Mayor (self or City Council Members)
- One (1) appointment by the City Manager (self or designee/Assistant City Manager)
- Members below would go through a nominating and interview process;
 - Three (3) representing Hotel & Lodging
 - Two (2) representing Leisure Attractions (e.g. Museums/Theme Parks)
 - One (1) representing Restaurant / Culinary Industry
 - One (1) representing Heritage & Preservation
 - One (1) representing Arts/Culture/Music
 - One (1) representing Transportation industry
 - One (1) Chamber representative (All Chambers have the opportunity to apply)
 - Three (3) At Large positions
- One (1) CEO/President of Visit San Antonio
- Ex Officio positions / voting
 - Executive Director of Economic Development Foundation
 - Director of Convention and Sports Facilities
 - Tourism Public Improvement District (TPID) Board Chair
- Ex Officio positions / non-voting
 - Director of Aviation
 - Director/Assistant Director of Military Affairs
 - San Antonio Hotel & Lodging Association (SAHLA) President & CEO



Qualifications

- Knowledge: experience and demonstrated commitment to Visit San Antonio through San Antonio general business community and / or hospitality industry
- Strong awareness of critical issues and relationships, as well as new emerging business trends affecting business
- Skilled in multi-dimensional thinking and analysis
- Interpersonal relations skills; approachable, savvy, an ambassador who personally values and respects other people
- Visionary: open to new ideas, able to prioritize and consider future directions
- Knowledge of a fiduciary role of a governing body
- Desired (not mandatory) background in marketing
- Establishes and maintains a personal code of conduct and ethics that serves as a model for others
- Support from employers / colleagues for the time commitment required

Board Commitment

- Board Orientation
- Summer Planning Session
- Four Board Meetings per year
- Review minutes of board and committee meetings
- Participate in at least one (1) board committee, taskforce or advisory group
- Attend the Visit San Antonio Annual Meeting
- Become a member of Visit San Antonio
- Board members must be willing to serve up to a three (3) year term

Social Time

As a board member, you will receive invitations to functions sponsored by Visit San Antonio and your attendance to as many functions as you can attend is highly encouraged.

Expense Reimbursement

Board members who are asked to attend functions or meetings outside of San Antonio serving in an official capacity will be asked to submit detailed expense reports for reimbursement.



Timelines for Nominating Process

- **February 14 – Nomination process opens. Applicants may self-nominate.**
- **March 20 – Official applications due. Materials must be electronically submitted or postmarked by 5 p.m. CST.**
- **April 12 & 18 – Board interviews will be conducted by the Nominating Committee.**
 - **Interviews will be conducted at the discretion of the nominating committee.**
- **May 1 – New Visit San Antonio Board Members will be announced.**

Nominee Summary Sheet

The form, found on the last page, is a cover sheet for the materials you submit. Please fill it out completely. State your name, as you would want it to appear in all official references.

Key Components of a Resume

Please provide your current resume. If you do not have one, please include a link to your LinkedIn profile and/or a current corporate bio. If submitting a resume and it does not include the following key components, please attach an addendum with the additional information.

1. Name
2. Formal Education
3. Work Experience
4. Professional Associations & Community Service
5. Awards & Honors

Letters of Recommendation

Please include two to three (2-3) letters of recommendation.



VISIT SAN ANTONIO BOARD OF DIRECTORS
OFFICIAL APPLICATION

Name:

Title:

Organization:

Address:

City:

State:

Zip:

Work Number:

Cell Phone Number:

E-Mail Address:

Optional

Gender:

Ethnicity:

Mandatory Questions

1. Why do you want to serve on the Visit San Antonio Board of Directors?

2. What board position(s)/category are you interested in applying for? Please list as many as you are interested in.

3. What skills, education, or experience of yours will benefit Visit San Antonio?

4. Do you foresee any conflicts of interest?

I have reviewed and understand the commitments and am willing to serve if elected to the Visit San Antonio Board of Directors.

Signature _____