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**Application for the Board of Directors**

**Return completed form via email no later than Wednesday, May 17, 2023 at 4:00 pm to: applications@region9tourism.ca**

RTO 9 is a regional tourism organization that is funded by the Ministry of Tourism, Culture, and Sport. RTO 9 actively promotes tourism for the region and works to support and grow the tourism industry through a series of initiatives in the areas of product development, investment attraction, workforce development, consumer research and marketing support.

For further information on Regional Tourism Organization 9, please visit [www.RTO9.ca](http://www.RTO9.ca).

***Our Vision***

To be recognized as the leading strategic tourism partner by destinations in the region.

***Our Mission***

To foster successful destinations in the region that set the standard in Ontario.

**The Board of Directors**

RTO9’s Board is a governance Board. In the broadest sense, the mandate of the Board is to provide oversight and to assist in the large-scale planning & strategic direction of the organization.

Our Board is undergoing an evolution from being primarily structured to provide for representation from across the region among key tourism sectors, to being balanced by the experience and skills that Board members can bring to the table. We are expecting to continue a broad representation from the geographic regions within South Eastern Ontario while encouraging applications from talented individuals inside and outside of the tourism field and outside of the region.

We believe that this evolution will bring a diversity of perspectives and experiences that provide the organization with a much fuller picture of the future and a more representative Board of whom our residents and travellers are and will be.

The term of service for 5 Director positions will end at the Annual General Meeting (June 9, 2023) and we are seeking to fill these positions, all for a term of three years. The departure of these Directors will make available two at-large seats, and one seat from each of our West, Central and East regions.

**General Board Responsibilities:**

**Purpose:** Set strategic direction and represent the highest level of decision-making in an organization.

**Accountability**: Legally accountable for an organization’s resources and activities.

**Leadership:** Select, evaluate, and support the Executive Director in leading the organization, while considering succession and growth.

**Continuity:** Provides continuity by ensuring policies are in place, while monitoring risk and sustainability.

**Progress:** Establishes and monitors progress toward the organization reaching its vision, mission, and strategic priorities.

**Identity:**  Ambassadors of the organization’s vision, mission, and long-term direction to all stakeholders.

**The Key Elements of a Board Role:**

* Asks lots of questions and expects answers, while providing oversight and insights on action;
* Shares knowledge, experiences, and expertise;
* Encourages the exploration of opportunities and risks, while prioritizing the long-term success of organization.

**RTO9 Specific Information**

Directors are expected to have relevant Board and/or management experience, leadership, skills, and qualifications that would recommend them as officers of a non-profit organization.

According to RTO 9 bylaws, elected officials are ineligible to serve on the RTO 9 Board. Directors on the Board of Directors must be Canadian citizens and at least 18 years of age.

This application form is designed to help qualify and identify candidates to serve on RTO 9’s Board of Directors.

* Successful candidates will serve on the Board of Directors in a voluntary capacity.
* Successful candidates will serve a term of three years on the Board of Directors unless filling a Board seat that has been vacated during its term.
* Applications will be kept in confidence and only be reviewed by the Executive Director and the Nominations Standing Committee.

Do you accept the objects for which RTO 9 was formed and endorse its mandate as follows?

* Coordinating the diverse interests of the tourism industry within Region 9 in order to build and support a competitive tourism region;
* Partnering with established and recognized tourism organizations and commercial entities within the region moving forward in the spirit of cooperation and collaboration;
* Attracting and sustaining growth of tourism visitation, revenues and investment in Region 9;
* Enhancing the tourism economy and developing our workforce on behalf of the residents, communities and industries in the region;
* Establishing and implementing plans to enhance the tourism offerings for destinations within Region 9 through intentional destination development and support;
* Establishing and implementing plans to support the marketing of tourism products and experiences within Region 9 including the physical, natural, cultural resources and built facilities that inspire individuals and groups to visit the region;
* Emphasizing tourism development and marketing activities designed to attract new markets and users to the region;
* Maintaining and supporting existing tourism brands within Region 9 that have established levels of awareness through previous destination marketing and product development investments;
* Supporting brands that generate significant revenues for tourism business in the region and support, explore and evaluate the growth potential of emerging brands that would support increased market growth, positioning and visitor revenues;
* Achieving and maintaining balanced representation where no one destination, organization or sector dominates the organization for its own purpose and/or gain; and
* Fully engaging the participation of the tourism industry, provincial and municipal governments and active stakeholders within Region 9.

RTO 9 understands that we have a responsibility for ensuring a safe, dignified, and welcoming environment for everyone. We are committed to ensuring our organization's compliance by incorporating accessibility legislation into our policies, procedures, equipment requirements,

training, and business practices. In addition, we will strive to meet the needs of individuals with disabilities in a timely and effective manner. The mission of providing an accessible and barrier-free environment is a shared effort, and as an organization, RTO 9 is committed to working with the necessary parties to make accessibility for all a reality.

RTO 9 is committed to maintaining an inclusive workplace climate that embodies mutual respect for the dignity and worth of each person. In this diverse and equitable workplace, all employees and Board of Directors will have the opportunity to contribute fully to RTO 9’s business goals and each employee’s unique contribution will be respected. Employees of RTO 9 are entitled to work in an environment free from all forms of harassment (including sexual harassment), violence, and discrimination.

RTO 9 prohibits harassment, violence, and discrimination of or by any of its employees or Board members, in the workplace, or at any work-related and/or staff social functions, or in any other

work-related circumstance. RTO 9 will refrain from any actions contributing to harassment, violence, and discrimination in its workplace. Harassment, violence, and discrimination are violations of the Ontario Human Rights Code and Occupational Health and Safety Act.

* I accept the above objects
* I do not accept the above objects

Availability: this is an exciting opportunity to be part of an active, strategic organization that will shape the future of tourism in RTO 9. Directors are expected to contribute time to attend bi-monthly meetings and additional hours as required for project work and strategic planning sessions, in addition to task teams and/or ad hoc committees. A reasonable estimate is that Directors would contribute 3 hours per month.Are you able to commit to this level of effort?

* Yes
* No

Interested individuals should complete the accompanying application form.

Based on the map provided, please identify which part of RTO 9 you are in:

▯ East

▯West

▯Central

▯ At Large

1. Personal Information

|  |  |
| --- | --- |
| Name |  |
| Home Address |  |
| City/Town/Postal Code |  |
| Date of Birth |  |
| Telephone – Home |  |
| Telephone – Cell |  |
| Email |  |

We seek to recruit a Board that is reflective of the diversity found within our communities and is consistent with the organizations’ commitment to equity, diversity and inclusion, including but not limited to racialized persons/persons of colour, Indigenous/Aboriginal Peoples, 2LGBTQ+ persons, persons with differing abilities, persons of varying age levels.

If you are comfortable, please self-identify in the following dimensions. If you would prefer not to disclose this information, please leave the specific dimension blank.

* I identify as a person of colour;
* I identify as an Indigenous/Aboriginal person
* I identify as a 2LGBTQ+ person
* I identify as a person with differing abilities
* Other identity. Please describe a dimension that you identify as that is not listed above:

2. Occupational Information:

|  |  |
| --- | --- |
| Occupation |  |
| Title/role |  |
| Name of Organization |  |
| Address of OrganizationCity/Town/Postal Code |  |
| Business Telephone |  |
| Business Email |  |

3. Which of the following best describes your primary occupation or interests?

* Private
* Not-Private Sector (not-for-profit or government organization)
* Student
* Other – please describe below:

4. Please indicate the types of skills and competencies you would bring to RTO 9 Board of Directors – please indicate with an “X”.

|  |  |  |  |
| --- | --- | --- | --- |
| Executive/Management |  | Education/Academic |  |
| Government Relations |  | Communications |  |
| Research |  | Accounting/Finance |  |
| HR/Labour/ Workforce Development |  | Economic Development |  |
| Legal |  | Advocacy |  |
| Strategic Planning |  | Public Relations & Marketing |  |
| Transportation |  | Sanitation |  |
| Tourism |  | Hospitality |  |

Other (please specify):

5. Please indicate any and all sectors in which you have experience – use “C” to indicate current experience and “P” for past experiences.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  Accommodations |  | Festivals/Events |  | Indoor/ Outdoor Recreation/  |  |
| Arts and Culture |  | Golf |  | Indigenous Culture & Events |  |
| Outdoor Adventure |  | Event and Meetings |  | Winter Activities |  |
| Attractions |  | Agritourism |  | Meetings and Conventions |  |
| B&B |  | Fishing |  | Municipalities |  |
| Camping |  | Food and Beverage |  | Museums/Art Galleries |  |
| Catering |  | Halls and Auditoriums |  | Parks and Trails |  |
| Chambers/BIA |  | Heritage |  | Shopping/ Retail |  |
| Cycling |  | Information Centres |  | Theatre |  |
| Culinary |  | Wine and Beer |  | Tour Operators |  |
| Dining |  | Leisure Services |  | Transportation |  |
| Education |  | Boating/Cruising |  | Sports |  |
| Entertainment |  | Marinas |  | Other (specify below) |  |

Other: (please specify):

5. RTO 9 is looking for a range of experience and expertise in the areas of product/experience development and marketing. Please provide examples of how you have contributed (through work or volunteer efforts), or how your experience/expertise could assist RTO 9 in fulfilling its mandate, which is to advance the region in terms of tourism development:

1. Business Development and Training:
2. Attraction of Investment:
3. Consumer and/or Tourism Product Development:
4. Marketing and Public Relations:

6. Do you have prior experience as a member of a Board of Directors, particularly for a not-for-profit organization?

* Yes
* No

If yes, please list your experience and include current and past private or public sector Boards on which you served.

7. Do you have any governance experience? Experiences when you were responsible for oversight, setting strategic direction and making and reviewing policies.

If yes, please list your experiences in these areas:

8. What motivates you to be a Director of RTO 9? What benefits will you bring to the Board as a member of the organization?

9. Have you been involved with RTO 9 in any capacity to date?

* Yes
* No

If yes, please list:

10. Do you have specific experiences in one or more of our destinations within the region that you feel would allow you to represent that area particularly well?

If yes, which region(s) and please detail below what experiences align with the RTO’s objectives:

11. Please list 2 references that support your appointment to the Board of Directors. References must not currently serve on RTO 9 Board of Directors, work for RTO 9, work for you under your supervision, or is in a conflict of interest in any other way. By providing these references, you are giving RTO 9 permission to contact for a reference.

1. Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Telephone\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title/business/organization \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Telephone\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title/business/organization \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Other comments (optional):

Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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