

DESTINATION GREATER VICTORIA

12 September 2023

Dear Destination Greater Victoria Member,

Nominations for 2024 Board of Directors

Nominations are now being accepted to serve on Destination Greater Victoria's 2024 Board of Directors. The Board is the core link between Destination Greater Victoria and its members, connecting them to Destination Greater Victoria's business strategy and performance. Being a Director involves significant responsibility and all Directors should be prepared to:

- Attend quarterly Board of Directors meetings, a Board Retreat, and (occasionally) additional ad-hoc or special meetings.
- Participate on at least one of Destination Greater Victoria's advisory Committees.
- Commit from 10 to 12 hours each month for Board and Committee duties, which may include participating at membership mixers and other Destination Greater Victoria events.
- Be cooperative, ethical and courteous with fellow Directors and Destination Greater Victoria staff, adhere to the Board of Directors Code of Conduct, and represent your industry sector effectively.
- Maintain membership of Destination Greater Victoria in good standing, maintain licenses and insurance to operate, comply with requisite municipal, provincial and federal regulations, and adhere to Destination Greater Victoria's Constitution and Bylaws.
- Provide collaborative leadership to improve and advance tourism in Greater Victoria.

Attached is a list of current Board Members, the membership category each represents, the date their term on the Board expires, and (in bold text) each of the positions available for election to the 2024 Board of Directors. A total of seven positions are up for election for 2024; one in each of the following membership categories:

- Accommodation – More than 149 Rooms
- Accommodation – 49 Rooms or Fewer
- Arts, Culture and Societies
- Attractions
- Director at Large
- Recreation and Outdoor Adventure
- Retail and Restaurants

If you wish to be nominated for election to the 2024 Board of Directors, please use the attached *Nomination Form*.

Please note that Destination Greater Victoria's Nominations Committee will review all candidates with reference to the *Board of Directors Experience, Skills and Competency Matrix* (attached), which has been developed to assess the fit of potential candidates on key criteria for a Director's role and responsibilities. The Nominations Committee will interview and evaluate all candidates, including a thorough confidential background check. The Nominations Committee also reserves the right to identify and/or recommend candidates within each membership category.

Your completed nomination form and passport-style photograph should be submitted to Destination Greater Victoria's Board Elections Coordinator at:
graham.wallace@tourismvictoria.com

All nomination materials must be received by Destination Greater Victoria before 5:00pm on Friday 6 October 2023.

Should you have any questions or need further information about Destination Greater Victoria's Board nominations process, please contact Paul Nursey (paul.nursey@tourismvictoria.com) or Graham Wallace (graham.wallace@tourismvictoria.com).

Sincerely,

A handwritten signature in black ink, appearing to read 'D Hollstein', with a long horizontal flourish extending to the right.

Darlene Hollstein
Chair, Board of Directors

DESTINATION GREATER VICTORIA

2023 Board of Directors	Term Expires	2024 Board of Directors	Term Expires
<u>Accommodation</u> More than 149 Rooms Eda Koot Inn at Laurel Point	31 Dec 2023	<u>Accommodation</u> <u>More than 149 Rooms</u> Up for Election	
<u>Accommodation</u> From 26 to 149 Rooms Madone Pelan The Oak Bay Beach Hotel	31 Dec 2024	<u>Accommodation</u> From 50 to 149 Rooms Madone Pelan The Oak Bay Beach Hotel	31 Dec 2024
<u>Accommodation</u> 25 Rooms or Fewer Vacant		<u>Accommodation</u> <u>49 Rooms or Fewer</u> Up for Election	
<u>Arts, Culture and Societies</u> Vacant		<u>Arts, Culture and Societies</u> Up for Election	
<u>Attractions</u> Samantha Wilson-Newton The Wilson's Group / Sightseeing Victoria	31 Dec 2023	<u>Attractions</u> Up for Election	
<u>Director at Large (1)</u> Chris Watson Best Western Plus Carlton Plaza Hotel	31 Dec 2025	<u>Director at Large (1)</u> Chris Watson (Chair) Best Western Plus Carlton Plaza Hotel	31 Dec 2025
<u>Director at Large (2)</u> Theresa Ito Blue Mountain Solutions	31 Dec 2024	<u>Director at Large (2)</u> Theresa Ito Blue Mountain Solutions	31 Dec 2024
<u>Director at Large (3)</u> Trina White The Parkside Hotel & Spa	31 Dec 2023	<u>Director at Large (3)</u> Up for Election	
<u>Recreation and Outdoor Adventure</u> Brett Soberg Eagle Wing Tours	31 Dec 2023	<u>Recreation and Outdoor Adventure</u> Up for Election	
<u>Retail and Restaurants</u> Darlene Hollstein (Chair) The Bay Centre	31 Dec 2023	<u>Retail and Restaurants</u> Up for Election	
<u>Transportation and Sightseeing</u> David Gudgel Kenmore Air	31 Dec 2024	<u>Transportation and Sightseeing</u> David Gudgel Kenmore Air	31 Dec 2024

Ex Officio Director and Appointed Representatives for 2024 Term Expires

Past Chair Darlene Hollstein, The Bay Centre 31 Dec 2025

Appointed Representatives for 2024 are to be confirmed.

DESTINATION GREATER VICTORIA

2024 Membership Category Definitions

Accommodation – 49 Rooms or Fewer

Accommodation businesses providing 49 or fewer overnight rooms for sale to a guest.

Accommodation – From 50 to 149 Rooms

Accommodation businesses providing from 50 to 149 overnight rooms for sale to a guest.

Accommodation – More than 149 Rooms

Accommodation businesses providing more than 149 overnight rooms for sale to a guest.

Arts, Culture and Societies

For-profit businesses or not-for-profit organizations producing, creating, managing, coordinating or promoting arts, culture, or heritage activities, events, festivals and nightlife. Societies include educational institutions, industry associations, Chambers of Commerce and other business development organizations.

Attractions

A place of interest or an activity that draws visitors during their leisure time and charges a fee.

Recreation and Outdoor Adventure

Businesses focused on one or more recreational or outdoor activities or tours, such as whale and/or wildlife watching, sailing, fishing, kayaking, cycling or golfing. Includes outdoor experiences and training, adventure learning, equipment rentals for activities, marinas, parks and organizations directly involved in recreation or outdoor adventure events.

Retail and Restaurants

Retail refers to businesses offering goods or services to consumers on a retail basis, including businesses managing or facilitating retail activities such as malls or shopping centres. Restaurants are establishments where meals are prepared and served to customers, and include bars, breweries, wineries and distilleries.

Transportation and Sightseeing

Businesses mainly focused on moving people using buses, coaches, ferries, boats, watercraft, aircraft, cars, taxis, limousines, trains, or related modes of transport. Includes transportation for sightseeing tours.

General (previously also referred to as Members at Large)

Businesses or organizations that do not fit within one of the eight categories specified above. Examples of eligible businesses or organizations include: Accountants; Acupuncture and Massage Therapy; Advertising Agencies; Business Advisors or Consultants; Campgrounds and RV Parks; Computer or Digital Consultants; Corporate Gifts; Courier or Mail Delivery Services; Customs Brokers or Services; Destination Management Companies; Display Lighting Services; Dry Cleaners; Employment Services; Exhibition Services; Financial Services; Government Agencies; Hair or Nail Salons; Insurance Services; Interior Designers and Planners; Lawyers; Medical Centres; Meeting Planners; Moving or Storage Services, Online Listings and Advertising; Photographers; Printing and Copy Services; Publishers; Radio or Television Stations; Real Estate Agencies or Developers; Registration Services; Security Services; Signage; Spas; Speakers' Bureaus; Special Event Venues; Team Building; Telephone Services; Themed Event Designers or Managers; Tourism Information Services; Travel or Tour Agents; Vacation Cottages; Wedding Services; Wellness Services.

Destination Greater Victoria Board of Directors

Experience, Skills and Competency Matrix

Pursuant to Article 6.3 of Destination Greater Victoria’s Constitution and Bylaws, the Board of Directors may establish criteria for the skills, qualifications or characteristics that must be met by a nominee for Director. Article 6.4 provides that these criteria shall be approved by a majority of the Board before taking effect; the criteria listed below were updated unanimously by the Board on 27 September 2016 and remain current.

A) Professional Experience

The core foundational experience, leadership exposure, and senior accountability skills each candidate should possess.

	Yes	No	Comments
Serves, or has served previously, on a relevant Board of Directors.			
Employment history in a business environment with significant tourism exposure or marketing and sales experience. For “General” members, a direct supplier for tourism in Greater Victoria.			
Employment at the level of owner / proprietor, General Manager, President, CEO, Executive Director or equivalent, or an entrepreneur with significant investment in the tourism sector.			
For professional designations (e.g. accountant or lawyer), should hold a position within upper two tiers of management (e.g. CFO) of current employer or serve on the Board of Directors of the organization they represent.			

B) Desirable Skills and Competencies

Should possess at least two of the following skills or competencies, and experience must include a track record of success and accomplishment.

	Yes	No	Comments
Strategic thinking			
Decision making			
Analytical understanding			

	Yes	No	Comments
Small and medium sized business			
Export-oriented tourism or international marketing and trade			
Information technology			
Accounting, auditing and/or finance (ideally including a professional designation)			
Business or property development			
E-marketing or social media marketing			
Communications, media or public relations			
Market research			
Government relations			

C) Other Considerations

	Yes	No	Comments
Has the candidate gained exposure to Destination Greater Victoria and its work through the Committee system?			
Is the candidate a current member of Canada's Institute of Corporate Directors (ICD), have they completed ICD or similar governance programs, or do they have ICD or equivalent designation?			
Is the candidate likely to be able to assume a key role in the future, such as a Committee Chair, Vice-Chair or Chair?			
Does the candidate have any apparent and/or potential professional conflicts, or conflicting priorities with other organizations, to note or discuss with the Nominations Committee?			
Candidates should be advised and understand that a background check will be conducted as part of the vetting process, which includes a criminal record check and a credit check.			

Updated and approved by Destination Greater Victoria's Board of Directors on 27 September 2016

2024 Board of Directors Nomination Form

Below is my nomination for election to Destination Greater Victoria's Board of Directors. I confirm I am a member of Destination Greater Victoria in good standing and understand that, if elected, my term will be for two (2) years commencing on 1 January 2024. By completing this document I understand and agree that if I am elected as a Director I will:

- read, understand, sign and adhere to the Code of Conduct outlining Director responsibilities,
- attend a joint meeting of the 2023 and 2024 Board of Directors on Wednesday 6 December 2023, and
- participate in Board meetings, at least one Destination Greater Victoria advisory Committee, ad-hoc or special meetings, Board retreats and Destination Greater Victoria events.

Nominee Information

Name:	Title:
Company:	
Address:	
Email:	
Phone:	Fax:
Membership Category for Nomination:	
<p>Article 6.5 (mark box to select) <input style="width: 50px; height: 20px; border: 1px solid black;" type="checkbox"/></p> <p>I elect to have my nomination potentially advanced under <u>Article 6.5</u> of Destination Greater Victoria's Constitution and Bylaws and thereby be subject to both the Governance, Human Resources and Risk Committee and the Board Nominations Committee recommending my candidacy. I acknowledge that all normal Nominations Committee screening and review of my candidacy will apply.</p>	<p>Article 6.6 (mark box to select) <input style="width: 50px; height: 20px; border: 1px solid black;" type="checkbox"/></p> <p>I elect to nominate myself under <u>Article 6.6</u> of Destination Greater Victoria's Constitution and Bylaws and hereby confirm I have the support of five (5) other Members in good standing who are listed below*. I acknowledge that all normal Nominations Committee screening and review of my candidacy will apply.</p> <p><u>Article 6.6</u> Five (5) supporting Members in good standing:</p> <ol style="list-style-type: none"> 1) 2) 3) 4) 5) <p>* see member support requirements over page</p>

Biography

Please provide a brief summary (maximum 150 words) of your relevant professional background and experience. If vetting of your nomination by the Nominations Committee is successful, this biography will be part of the voting ballot; therefore please ensure all pertinent information is included.

Support by Members

Nominations under **Article 6.6** of Destination Greater Victoria's Constitution and Bylaws must have support from five (5) Destination Greater Victoria members in good standing. Each of these five members must confirm their support in an email to graham.wallace@tourismvictoria.com that meets the following requirements:

- Must state "I <supporter name>, as a member of Destination Greater Victoria in good standing, support and second the nomination of <nominee name> to the Destination Greater Victoria Board of Directors."
- The email must include the supporting member's standard signature block with title, company name, and contact information, and be received directly from their email address.

All five (5) emails of member support must be received by Destination Greater Victoria by 5:00 pm on Friday 6 October 2023

Photograph

Please provide one recent passport-size professional headshot of yourself for the voting ballot, should vetting of your nomination by the Nominations Committee be successful. If you are elected to the Board of Directors your image will be uploaded to the [Board of Directors page](#) on Destination Greater Victoria's website, along with your biography.

Instructions

Please email

- this completed document and
- the requested photograph

to graham.wallace@tourismvictoria.com by 5:00 pm on Friday 6 October 2023

All materials required for Board of Directors nomination must be received by Destination Greater Victoria no later than 5:00 pm on Friday 6 October 2023.