

## **How will the new CVB Board members be selected?**

By Ron Munden

ETT received the following feedback from one of our readers:

***Article: BDC/CVB to begins the transition***  
*How will the new board members be selected?*

Based on the guidance from DDI's John Kelch, the short answer is that downtown building owners will nominate members of their community. The Hotel Association will nominate two members. Finally the business owners will nominate two members. The BDC will review the nominations with each of the special interest groups and finalize the nomination list. This will include nominating a brand representative, the seventh member of the new board. The nominations list will be presented to the City Commissioners by the BDC. The City Commissioners will make the final selection.

Now here is the long answer to the question.

Fortunately Destination Development's John Kelch provided specific directions on the process DDI recommended to me during the preparation of the bylaws for the Convention and Visitors Bureau.

Let's start by discussing the roles of the Brand Development Committee and the CVB Board of Directors as described by DDI.

The principal function for the BDC was to develop the brand. They were responsible for taking all of the steps required to establish the brand. This included providing the infrastructure needed to support the rollout of the brand. Items like building a venue structure to support the brand and building the personnel structure to run the functions like booking, etc.

The CVB Board is responsible for rolling out the brand and ensuring its viability in the long term.

In accordance with Section 1.g of the bylaws, the new seven-person board membership will be:

- Two downtown property owners
- Two hotel/motel industry representatives
- Two downtown retail business owners
- One brand product representative

The City Commission will designate an Ex Officio Member. The Ex Officio member will be a member of the City Commission. This person will function as the eighth member of the board.

DDI described the BDC as a group of people that had the skills to get the brand established. The CVB Board members on the other hand are people that have “skin in the game.” People who have businesses that depend on successfully rolling out the brand and maintaining it for the long-term.

The CVB membership is comprised of four special interest groups in four areas. DDI recommended the members of these special interest groups identify the nominees for the positions in their special interest area. Mr. Kelch described the BDC role as a coordination role during the establishment of the CVB. The BDC will present the list of nominees to the City Commission for final approval.

There are existing groups that can decide on the nominees for the first three special interest areas. In the case of the brand representative, the BDC must play a bigger role in the nominee process since there is not an existing group to select the nominee.

Fortunately the process is very straightforward and can be completed within the timeframe suggested by Steve Carlile at the last BDC meeting.