



BOARD OF DIRECTOR'S VACANCY – Director

Tourism Burlington is the Destination Marketing Organization (DMO) for the City of Burlington. We serve tourism businesses, attractions, visitors, and residents. Our goal and mandate are to create exceptional experiences by facilitating partnerships that increase visitation, promote Burlington as a destination of choice, and provide leadership to tourism businesses to build the economy.

Tourism Burlington has provided anchor services to businesses for more than 20 years. Stakeholders rely on us as a hub of promotion annually and to animate the destination holistically. We provide partner support for tourism businesses throughout Burlington through various marketing and media initiatives. This includes leisure travel with social-media influencer campaigns, media coverage on CHCH TV, and advertising in travel publications.

Tourism Burlington is governed by dedicated volunteers, with a variety of business backgrounds from attractions, small businesses, marketing, and accommodations. Our Board is currently seeking individuals with some marketing, tourism or event experience or a passion for tourism in Burlington.

General information for consideration:

- The term of a volunteer Board Director is two (2) years to a maximum of three consecutive terms;
 - the term for the position will commence December 2021;
 - Directors of the Board shall receive no remuneration for services rendered;
 - there are 9 scheduled Board meetings per calendar year;
- and-
- help to direct the future of tourism in this city by representing the community's needs through proactive leadership and strategic planning;
 - explore new ideas and best practices, consult and advocate for innovation while guiding and supporting funding activities;
 - and finally, be an ambassador for tourism, you will be able to influence and enhance opportunities and experiences in Burlington for both visitors and residents.

Tourism Burlington is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees and volunteers.

Next Steps:

If you are interested in volunteering for a Director position on the Tourism Burlington board – please send an email to Kristene Smith, Executive Director kristene.smith@burlington.ca, with a letter of interest and bio/resume by Friday, November 19, 2021, at 5.00 p.m.

If further information is required, or you would like to set up a call for more information on Tourism Burlington, please send your questions to Kristene Smith, noted above.

All those expressing interests will be considered by the Executive by Wednesday, November 24, 2021. You are not required to attend this meeting. Each applicant will be contacted by Executive Director, indicating which applicant has been approved to join the Board in December 2021.

If you have any questions or request additional information on a Director position, please email Kristene Smith, Executive Director.

Thank you,

Jaclyn Jones

Chair, Board of Directors
Tourism Burlington

Contact:

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