

Tourism Vancouver Island

Board of Directors Competency Framework

The following framework identifies the net mix of essential and desirable skills that form the basis of the TVI Board of Directors. For the 2011 - 2012 year, there are four appointed seats out of five that can be filled via board appointment; the 5th seat is the Tourism Victoria appointed member which will continue into the new board year.

At the **29 June 2010** meeting of the Board of Directors, in consideration of the rotation of elected members and end of term of current appointed members, the following knowledge and experience areas were highlighted as important for this upcoming year:

- Finance/accounting
- Governance
- Corporate memory
- Transportation

A) Knowledge: The Board must ensure that a minimum of one Director demonstrate thorough and comprehensive knowledge of the essential areas. The remainder of the Board of Directors should represent one of the desirable categories.

- Essential: Finance/accounting (with appropriate designations), marketing, governance, government relations, transportation, municipal/economic development
- Desirable: HR, media relations, tourism/industry education, restaurants, hotels, attractions, technology, golf, culture/heritage, first nations, CMIT, strategic planning, performance measurement

B) Experience: The preferred background of the Board of Directors will include:

- Essential: A majority of Directors currently own, operate, or work for a private sector tourism business; senior management/business owner experience within the tourism industry
- Desirable: Previous board experience.

C) Skills and Commitment: Required skills and commitment will include:

- Essential: Willing to commit time and energy to the board and committees; accept the Board Policy, Constitution and by-laws, able to set personal and business interests aside and work for the benefit of TVI
- Desirable: Effective communication skills.