



VSCC Board of Directors - 2021 Nominating Form

Visit Santa Cruz County Mission Statement:

The mission of Visit Santa Cruz County is to stimulate the economy by promoting Santa Cruz County as a visitor, conference and film destination through marketing programs including advertising, promotion and visitor services. The priority is on attracting high-yield overnight business during the non-summer periods of the year.

**VISIT SANTA CRUZ COUNTY (VSCC)
ANNOUNCES OPEN NOMINATIONS FOR BOARD SEATS**

Visit Santa Cruz County (VSCC) and its Nominating Task Force are soliciting nominations to the Board of Directors. Board terms are two years. Term begins on the first of the month following confirmation by the Board of Directors.

VSCC is governed by a twenty-five member Board of Directors. The Board is composed of representatives of various regions of the county, thirteen lodging seats and a cross-section of representatives of businesses, cultural, governmental and organizations with affiliation to the travel and tourism industry. Responsibilities include participation in the governance of the organization, general advocacy for the tourism industry, and active participation at board meetings held six times per year. Meetings are held at 3:00 p.m. the last Wednesdays of January, March, May, July, and September. The November/December meeting dates vary due to the holidays.

Both the Nomination Form and Nomination Application must be completed and submitted to make a nomination valid. Individuals may nominate themselves.

Please submit this Nomination Application by 5:00 p.m. on March 16, 2021 via email to: dharris@santacruz.org or via fax at “Attention: Nominating Task Force Chairperson” at: 831-427-4407. A representative of VSCC will confirm receipt of your nomination. If you do not get a confirmation email regarding your nomination within 5 business days, please contact Denise Harris at Visit Santa Cruz County at 831-425-1234, x 104.

Name of Nominee: _____

Business or organization: _____

Mailing address: _____

City: _____ Zip: _____ Phone: _____

E-mail: _____



VSCC Board of Directors - 2021 Nominating Application

Thank you for your interest in serving on Visit Santa Cruz County’s Board of Directors. The tourism industry is the largest economic driver in Santa Cruz County in terms of consumer spending. By serving on the VSCC Board, you will be part of an important governing body that has a significant impact on Santa Cruz County and our local economy. We are looking for board members who are engaged in the community and have a particular interest in tourism and hospitality. We seek individuals who are committed to community collaboration and can support the mission of VSCC.

Board Nominee: To help us determine if you are the best fit for the board at this time, please answer the following questions:

1. What is your interest and experience in or with the tourism industry?

2. What special skills and/or experience would you bring to the VSCC Board that you feel could benefit the goals of the organization?

3. Do you anticipate having the time to commit to six Board meetings and possible committee work over the next two years?

4. What board(s) do you currently sit on, and/or what board experience have you had in the past?



5. What other professional affiliations, professional networks, social networks, or other groups are you currently involved with? (such as other nonprofits, chambers of commerce, family/school related, etc.)

6. What skills, connections, resources, and/or expertise do you have to offer and are willing to use on behalf of VSCC?

7. Name the qualities and/or expertise that you would bring to the VSCC Board of Directors:

8. What tourism related segment/sector do you represent as a nominee (e.g., lodging, attractions, restaurants, government, arts etc.):

9. Service or past involvement with VSCC (e.g., committee work, special projects, other service):

REFERENCES:

Name: _____ Phone: _____

Name: _____ Phone: _____

Name: _____ Phone: _____

Nomination submitted by: (please print or attach a business card)

Name: _____ Phone: _____

Organization: _____ E-mail: _____

Address: _____

If you have a resume or other pertinent information regarding your experience please feel free to submit an attachment.

Please submit this Nomination Application by 5:00 p.m. on March 16, 2021 via email to: dharris@santacruz.org or via fax at “Attention: Nominating Task Force Chairperson” at: 831-425-1260. A representative of VSCC will confirm receipt of your nomination. If you do not hear from us within 5 business days, please contact Denise Harris at Visit Santa Cruz County at 831-425-1234, x 104.

