

New Front Royal and County of Warren Destination Marketing Organization

Board Member Job Description

The Town of Front Royal and County of Warren is jointly forming a new destination marketing organization (DMO) through its tourism contractor in JLL. This process began in January 2021 when the Town and County contracted JLL for these formation and destination marketing services. On behalf of the new DMO, the Town and County are seeking board members to be appointed to the initial board and fulfill a critical governance role in the oversight of the new non-profit that will sell and market our community to visitors.

Overall Responsibilities

The board positions have fiduciary responsibilities. The notion of fiduciary is that a board member must act with the best interest of the new organization as his/her sole charge. These responsibilities will include the hiring and firing and monitoring the overall performance of the Managing Director and overseeing the financial and overall performance of the organization as well as weighing in on marketing strategy and overall direction. A fiduciary board member must exercise the highest standard of care and be consistently engaged in the new organization's success.

Role & Duties

Board members will be expected to attend board meetings, with minimum attendance requirements of 75%, and prepare in advance to be well informed on the organization's performance. Additional responsibilities include the oversight of the annual budget and goals development. Specifically, this Board will:

- Review and approve the Annual Budget
- Evaluate, support and supervise the Managing Director (including termination and hiring, as needed)
- Review and approve the Annual Marketing Plan
- Approve and monitor financial statements for the organization
- Participate in the annual audit/annual financial review process
- Attend monthly meetings and one annual planning session
- Review and approve any policy documents that provide direction for the organization
- Monitor all KPI performance measures included in the contract

Nominations & Terms

Initial board members will be appointed by the Town Council and County Board of Supervisors jointly after considering applications and recommendations from JLL and the Town and County representatives on the internal committee. Board members must display expertise in key criteria and meet any requirements of a board seat to be nominated.

There is a mandatory conflict of interest form that all candidates will fill out upon selection and appointment.