



Greetings!

Visit San Antonio is seeking qualified individuals to serve on its Board of Directors. Visit San Antonio is a 501c6 organization created to serve as the destination marketing organization for San Antonio and the surrounding areas. There are currently five (5) open board positions representing the following categories:

- **Leisure** – 3-year term
- **Hotel/Lodging** - 3-year term
- **Culinary** - 3-year term
- **At Large** - 3-year term
- **At Large** – appointment to fulfill final year of existing 3-year term

The information contained in this packet is designed to provide you with an understanding of the candidate application and selection process. Please consider this packet an official invitation to apply for a position on the Visit San Antonio Board of Directors. Included in this packet, you will find:

- Mission of Visit San Antonio
- Qualifications & Commitments
- Timelines for the Nominating Process
- Official Application & Guidelines

If you have questions about the process or the materials to be submitted, please do not hesitate to contact Cheryl Owok, Executive Administrative Assistant, Visit San Antonio, 210.244.2092 or [cherylowok@visitsanantonio.com](mailto:cherylowok@visitsanantonio.com).

Please submit electronically this packet by Friday, March 31<sup>st</sup>, 2023, at 5 p.m. CST. Please ensure you include the official application, as well as an updated resume and two to three (2-3) professional references. Packets should be submitted to the following:

Visit SanAntonio  
ATTN: Cheryl Owok  
110 Losoya St.  
San Antonio, Texas 78205

E-mail: [cherylowok@visitsanantonio.com](mailto:cherylowok@visitsanantonio.com)

Sincerely,

A handwritten signature in black ink that reads "Robert E. Thwaiter". The signature is written in a cursive style with a large initial "R".

Immediate Past Chair, Visit San Antonio Board of Directors

*Please review the qualifications and commitments listed below to evaluate your ability to fulfill the responsibilities required of Visit San Antonio Board Members.*



### **Mission**

“Bringing the world to San Antonio.”

### **Responsibilities**

The 24-member diversified board represents various business sectors, community, and visitor industries as well as a mix of public and private representation. The standard term of the appointment is three years. The board provides policy direction to Visit San Antonio, which includes, but is not limited to budget review and approval, contributing to the formation of marketing strategies, advocating, and advising and assisting the President & CEO.

The Board Composition is as follows:

- Two (2) appointments by the mayor (self or City Council Members)
- One (1) appointment by the City Manager
- One (1) CEO/President of Visit San Antonio
- Three (3) Ex Officio positions (voting)
  - o Executive Director of Economic Development Foundation
  - o Director of Convention and Sports Facilities
  - o Tourism Public Improvement District (TPID) Board Chair
- Three (3) Ex Officio positions (non-voting)
  - o Director of Aviation
  - o Director/Assistant Director of Military Affairs
  - o San Antonio Hotel & Lodging Association (SAHLA) President & CEO
- Fourteen (14) Members selected through nominating and interview process:
  - o Three (3) representing Hotel & Lodging
  - o Two (2) representing Leisure Attractions (e.g. Museums/Theme Parks)
  - o One (1) representing Restaurant / Culinary Industry
  - o One (1) representing Heritage & Preservation
  - o One (1) representing Arts/Culture/Music
  - o One (1) representing Transportation
  - o One (1) representing Riverwalk
  - o One (1) representing Chambers of Commerce (All Chambers eligible to apply)
  - o Three (3) At Large positions representing other businesses/industries

### **Qualifications**

- Knowledge: experience and demonstrated commitment to Visit San Antonio general business community and / or hospitality industry
- Strong awareness of critical issues and relationships, and emerging business trends
- Skilled in multi-dimensional thinking and analysis
- Interpersonal relations skills; approachable, savvy ambassador who respects others
- Visionary: open to new ideas, able to prioritize and consider future directions
- Knowledge of a fiduciary role of a governing body
- Desired (not mandatory) background in marketing
- Maintains a personal code of conduct and ethics that serves as a model for others



- Support from employers / colleagues for the time commitment required

### **Board Commitment**

- Attend Board Orientation
- Attend Six Board Meetings per year including Summer Board Retreat
  - Failure to attend two meetings during a 12 month period may result in termination
- Attend Special and Emergency Board Meetings as necessary
- Attend the Visit San Antonio Annual Meeting
- Review minutes of board and committee meetings
- Participate in at least one (1) board committee, taskforce or advisory group
- Maintain active membership with Visit San Antonio
- Board members must be willing to serve up to a three (3) year term

### **Social Time**

As a board member, you will receive invitations to functions sponsored by Visit San Antonio and your attendance to as many functions as you can attend would be appreciated.

### **Expense Reimbursement**

Board members who are asked to attend functions or meetings outside of San Antonio serving as in an official capacity will be asked to submit detailed expense reports for reimbursement.

### **Timelines for Nominating Process**

- **Friday, March 3, 2023** - Application Period Opens
- **Friday, March 31, 2023** - Application Period Closes
  - Materials must be electronically submitted or postmarked by 5 p.m. CST
- **Week of April 10th** - Candidate Interviews at discretion of the Nominating Committee
- **Tuesday April 18th** - New Visit San Antonio Board Appointments announced

### **Official Application**

- **Official Application Summary** - The application form, found on the last page, is a cover sheet for the materials you submit. Please fill it out completely. State your name, as you would want it to appear in all official references.
- **Resume** - Please enclose a current resume. If your resume does not include the following key components, please attach an addendum to include the missing items.
  - Name
  - Formal Education
  - Work Experience
  - Professional Associations & Community Service
  - Awards & Honors
- **Professional References** - Please include contact information including (telephone and email) for two to three (2-3) professional references.