



March 25, 2024

Dear ITA Member Municipalities,

As of June 15, 2023, the Board shall be composed of six municipal directors and six industry directors elected from the members at the Annual General Meeting together with the immediate past president.

PLEASE REVIEW THE [BYLAWS](#) RELATING TO BOARD COMPOSITION WHICH TOOK EFFECT AT THE ITA AGM ON JUNE 15, 2023.

This letter contains information to assist you in the nomination process and to help you better understand the role of a director on the Board.

To reiterate, these changes have **not impacted** the services, opportunities, or communications you receive as an Interlake Tourism Member.

ALL MEMBERS are and always will be updated on all marketing, funding, training, networking opportunities, and member events via informational meetings, in-person events and email. We will also continue to send out a monthly Exclusive Member Newsletter that will highlight all of the above.

Nomination Process if Municipality wishes to nominate a representative:

Should the municipality wish to nominate a director to stand for election for one of the municipal board positions, the municipality (nominee) shall complete and submit the nomination application below no later than 14 days ahead of the Annual General Meeting. (May 23, 2024)

At the meeting of the general membership, each member municipality and industry member shall be entitled to one ballot to select up to six municipal directors and up to six industry directors. The top six vote recipients in both the municipal and industry categories shall be elected to the Board of Directors. In the case of a tie, for filling all the director positions, a second ballot shall be issued representing only the tied candidates and the candidate(s) receiving the most votes on the second ballot shall fill the remaining position(s). Additional nominations from the floor will be received for industry directors but will not be received for municipal directors due to the individual Council requirement to designate the nominee. Please ensure a motion to appoint and resolution is provided.



Please ensure the nominee completes the application form below.

Information About Interlake Tourism Association

The Interlake Tourism Association (ITA) is a non-profit membership-driven organization. Our new Vision and Mission statements reflect well on the goals of the association.

The ITA was incorporated on December 14, 1992, by a group of community volunteers. Since incorporation, the ITA has built a membership of between 90-100 members who wish to contribute to the tourism industry within the Interlake Region. The ITA is a non-profit organization and our CRA # is 898891981MC0001.

The mission of Interlake Tourism Association Inc. (ITA) is:

To entice visitors by sharing our stories, showcasing the passion of our people, and revealing the history of our inland oceans and infinite possibilities.

The ITA accomplishes its mission through its Association Priorities:

1. Assist in marketing and promoting the Interlake region and its members
2. Enhance and build regional memberships and strengths
3. Provide a Regional Voice in the tourism industry
4. Provide training and networking opportunities for members
5. Two levels of membership
 - Municipal/Town/First Nations
 - Industry – may include business or groups/organizations

TIME COMMITMENT

- The Board holds meetings 4 times per year. They are usually 1 hour in length.
- The Annual General Meeting of the Association is held once a year and includes the election of the Board. It is approximately 90 minutes in length.
- In addition, special meetings or training of the Association may be called from time to time.
- Board members are expected to be timely and present at every meeting with a maximum of two absences from board meetings.

Your appointee must have sufficient time flexibility to attend these meetings or participate in additional committees.



PERSONAL BACKGROUND

As there is a lot to learn very quickly, it is desirable to have an appointee who believes strongly in the value of Tourism and has a background in Tourism, Marketing or the Nonprofit sector. It would be an asset for the appointee to possess a general understanding of tourism marketing as well as knowledge in understating financial statements and board members' roles and responsibilities. This will allow for active participation. Click this [link](#) for the ITA Board Manual.

The ITA looks forward to working with your municipality and council. Please contact Melissa Van Soelen, Manager, at 204-322-5378 or email admin@interlaketourism.com with any questions.

Yours in tourism,

Melissa Mark

Melissa Mark (formerly Van Soelen)
Manager - Interlake Tourism Association



2024 ITA BOARD OF DIRECTORS APPLICATION FORM

Please complete this form and e-mail it to info@interlaketourism.com. Attach additional sheets or information as needed.

Only ITA Voting Member Municipalities and Industry members in good standing are eligible for any ITA Director/Board positions.

ITA Voting Members are defined as:

- Any individual, business, organization or municipality directly or indirectly engaged or interested in tourism, marketing and development within the region with a membership in the Association. Each paid member shall be entitled to only ONE vote.

ITA Voting Members are considered to be in good standing if they have paid the annual membership subscription fees established by the Board;

Any Member who has a debt owing to the Association for more than ninety days is considered not to be In Good Standing.

DEADLINE FOR BOARD OF DIRECTORS APPLICATIONS IS:

5:00 PM CST, Thursday, May 1, 2024.

Please submit the required documents by E-mail to:

ITA Nominations Committee

E-mail: info@interlaketourism.com

The Nominations Committee will determine that the Voting Member requirements and bylaws have been met before the AGM.

If you require further information, please do not hesitate to email admin@interlaketourism.com

Thank you for your interest and support.

To be completed by the Nominee:

ITA Member: _____

Representative Name: _____

Address: _____

Phone: _____

Email: _____

Please put a checkmark next to the following statements that you agree with:

- ☐ I hereby certify that the information set out by me in this document is true and correct to the best of my knowledge and belief, or true and correct about the person I am nominating.
- ☐ I or the person I am nominating will assist in developing and maintaining positive relations among the Board, committees, consultant members, and community to enhance the Interlake Tourism Association's mission.
- ☐ I or the person I am nominating will attend Board meetings, committee meetings, Annual General Meetings, Board orientation, strategic planning, and other workshops/training programs necessary for Board development.
- ☐ I or the person I am nominating will be able to commit up to 3 hours a month for meeting activities.
- ☐ I or the person I am nominating have tourism industry knowledge and experience.
- ☐ I or the person I am nominating have the knowledge and skills in areas of Board governance, policy, finance, programs, human resources and public relations.
- ☐ I or the person I am nominating will be willing to serve on one or more committees and to hold a portfolio.
- ☐ I or the person I am nominating, as a Voting Member in good standing with ITA, would like to put my or their name forward to be a Director on the ITA Board of Directors for the upcoming election term.
- ☐ I or the person I am nominating understand(s) that Board members are expected to be timely and present at every meeting with a maximum of two absences from board meetings.



Please answer the following questions:

1. Why do you want to become a member of the ITA Board of Directors (or the person you are nominating)?

2. Please list your current and past Board experiences.

3. What do you feel is essential to ensure that the Board and staff are successful in attaining the goals for this organization?

4. What experiences, expertise, connections, or resources would you bring to the ITA?

The ITA Board is an exciting and engaged working board.

Board members are asked to participate in at least 4 quarterly meetings and one Annual General Meeting per year. They are also encouraged to participate in committee meetings, which occur outside of regular board meetings either in-person, by phone or online.

Board members are expected to be timely and present at every meeting with a maximum of two absences from board meetings. Hours of commitment may vary between 2-3 hours per month. Board members are expected to commit to the role for a minimum of two years.

By my signature, I certify that the information contained within this application and all supporting documents (i.e., motion, resolution, recommendation, etc.) is true, accurate, and complete to the best of my knowledge. An electronic signature is accepted.

Signature: _____

Date: _____