



Foothills Tourism Association

Director of the Board Role Description

As a Director of the Board, one is expected to act in a role of trust for the community and is expected to engage in a fair and non-partisan manner to ensure an effective governance of the organization. Directors of the Board act as community support and champions of the organization. Individual directors have no authority to approve actions of the organization, to direct staff and/or speak on behalf of the organization unless given authority to do so by the Board. As members of the Board, Directors are responsible to:

- Duty of loyalty: Board directors are expected to act honestly and in good faith in the best interests of the organization i.e., they have to keep the best interests of the organization ahead of their own personal interests in their roles as directors.
- Duty of care: Board directors are expected to act with a certain level of skill, attention and diligence. Though the law does not expect them to be experts, they must be informed about issues before making decisions related to them.
 - Uphold the mission and values of the organization
 - Establishing procedures for good governance, including maintaining relevant by-laws and policies appropriate for the business of the organization
 - Oversee financial performance and ensure financial integrity of the organization
 - Setting the strategic direction (approving strategies, goals and budgets)
 - Be an active member of the Board and maintain an annual membership in good standing
 - Monitoring the organisations performance
 - Overseeing risk management and mitigation of those risks
 - Advocate for the organization within the tourism industry and the community
 - Have the proper knowledge and skills to contribute positively to the organization's growth (policy, governance, finance, legal, human resources, marketing, advocacy, programming)
 - Willingness to serve on Board committees
 - Attend all Board meetings, committee meetings, AGM and organization events when called upon
 - Be prepared for meetings by having read all documentation sent in advance
 - Act in good faith and in an ethical and legal manner always putting the organization's well-being ahead of any personal interests
 - Avoid at all costs any conflict of interest and disclose to the Chair if any possible conflict may appear. If so, the Director will remove themselves from the meeting and not vote on that issue
 - Maintain a high level of confidentiality of any information relating to the organization and disclosures made within Board discussions
 - Be knowledgeable and adhere to all by-laws of the organization and those of the Board
 - Support governance decisions once made
 - Participate in the annual evaluation of the Board
 - Keep the Board informed on market intelligence from their respective sectors
 - Assist management when called upon for special projects and/or respective areas of expertise

The FTA is 100% a non-profit organization and Directors of the board are 100% volunteer directors. It is important that each board member understand their commitment to the organization before joining the board and be sure that they can fulfill that commitment.