

Brown County Convention and Visitors Bureau Board Member Characteristics and Skills

The Brown County Convention and Visitors Bureau is committed to a diverse board structure, with representation from different skill sets, experience, educational backgrounds and ethnicities.

In order to fulfill our mission, board members should display these characteristics:

Visionary

Possess a strong vision for the future of tourism development.

Strategic Thinking

Have the ability to set clearly defined objectives and develop a strategic action plan to achieve those objectives.

Leadership

Motivate, set direction and inspire the organization to achieve the vision. Have an understanding of how to develop talent to maximum potential. Ability to work in groups and lead committees.

Support and Advocacy

Have an understanding of the Bureau's mission and goals. Participate and have working knowledge of campaigns and promotions. Be willing to advocate on behalf of the Bureau and promote to the community, colleagues, friends and family.

Integrity

Act in the best interest of the Bureau, not in the interest of an individual business. A rising tide lifts all boats.

Industry Experience

Have a passion for the destination, experience in tourism and an understanding of local processes.

Availability

Be able to regularly attend Board and Committee meetings, as well as community functions.