

FY21 ROLES AND OPERATING PROCEDURES LEADERSHIP COMMITTEE

ADOPTED JULY 1, 2019

Supports the Colorado Tourism Office (CTO) in developing a leadership program to activate the full potential of Colorado tourism through its people.

I. Shared Purpose

- ▶ **Compete:** To strengthen Colorado's competitive advantage through development of a stronger, more unified tourism industry.
- ▶ **Create:** To foster collaboration and create high performing tourism leaders.
- ▶ **Steward:** To promote responsible tourism practices in Colorado.
- ▶ **Advocate:** To educate participants understanding of tourism's economic impact on Colorado.

II. Roles

A. COLORADO TOURISM LEADERSHIP JOURNEY PROGRAM

- ▶ Aims to strengthen Colorado's competitive advantage through development of a stronger, more unified tourism industry that will be even better equipped to serve as one of the state's leading economic drivers.
- ▶ Maximize the program's impact through effective financial management and resource development, including:
 - ▶ Creation and management of an annual budget.
 - ▶ Procurement and management of vendor contracts in keeping with state fiscal policies.
 - ▶ Tracking and reporting of outcomes of program initiatives, vendor performance and budget.
- ▶ To increase awareness of the leadership program through communication and education.

B. LEADERSHIP COMMITTEE

- ▶ Support the CTO in development of a comprehensive leadership strategy.
- ▶ Advise the CTO on programming and initiatives for the development of leadership program.

C. LEADERSHIP PARTNERS

- ▶ Execute the program strategy under direction of the CTO director and program manager.
- ▶ Expand the capabilities and impact of the leadership program.

III. Procedures

- A.** The Committee shall be chaired by a Board member. In consultation with the Board chair, the CTO Director recommends committee chairs for one-year terms, effective July 1. There are no restrictions on reappointment of committee chairs. Restrictions on reappointment of committee members are the prerogative of the Committee Chair and the CTO Director or designee.
- B.** The Committee shall hold regularly scheduled meetings a minimum of four times per year.
- C.** Upon appointment to the Committee, members are obliged to attend at least two regularly scheduled meetings per year, whether in person or via a technology-based solution. A member not meeting this standard of participation is required to resign.
- D.** Meeting agenda and materials shall be shared with committee members at least three days prior to regularly scheduled meetings.
- E.** Committee members receive no monetary compensation for their service and are not eligible for reimbursement of travel expenses.
- F.** In regard to their service on behalf of the state of Colorado, members are subject to the requirements of Amendment 41.
- G.** Members are shielded from individual liability for acts of the Committee.