

Irving Convention & Visitors Bureau Board Member Annual Self-Evaluation

This tool is designed to help you evaluate your individual board service, and to help you assess how effective you are in furthering the vision and mission of the Irving Convention & Visitors Bureau. It also allows you an opportunity to think about the Board as a whole, and its efforts and accomplishments. A board self-evaluation is an industry Best Practice, and **is a requirement for the ICVB's continued Accreditation through the Destination Marketing Accreditation Program.**

The form is distributed annually at the August Board Meeting, to coincide with the City Council's schedule for re-appointments. It is for your personal use only. Please review the items below and check the box for those with which you see your service as on target. You are encouraged to talk with the Board Chair or Vice Chair about ways you can participate even more fully over the next year.

MY PERFORMANCE AS AN INDIVIDUAL BOARD MEMBER

- 1. I support the vision and mission of the ICVB, and the Board's **Strategic Plan** in promotion of these.
- 2. I understand the role of the Board and my legal, financial and ethical responsibilities as a Board Member.
- 3. I am familiar with the ICVB By-Laws, governing policies and Texas Open Meetings Act requirements as a Board appointed by the City Council.
- 4. I make my attendance at all regular Board and committee meetings, and related community events associated with ICVB activities a priority. If I miss a meeting, I contact Board leadership for an update.
- 5. I utilize the **Board Portal** to read all materials provided for Board and committee meetings, including the ICVB and ICC Financial Statements, and come to meetings prepared to participate.
- 6. I give the time and energy necessary for effective service on a committee, knowing the committee's goals and priorities, and contributing in a meaningful way to its accomplishments.
- 7. I recognize that I am welcome to participate in any committee meeting, whether or not I am a member.
- 8. I believe my knowledge, skills and insight are being effectively utilized, and I see how my service to the ICVB adds value.
- 9. I support the organization's legislative priorities and optimize my relationships with elected and appointed officials to further the work of the ICVB, consistent with the direction of the Board, and taking legislative action as requested to advance those priorities.
- 10. I can communicate the accomplishments and challenges of the Board, the ICVB and ICC to key city stakeholders.
- 11. I can explain to Irving residents and my associates why the ICVB and the visitor economy are critical to the overall well-being and financial viability of the City of Irving.
- 12. I act with decorum and support all Board decisions, even if I may have a different opinion than the majority.
- 13. I focus my attention on long-term and significant **strategic** and policy issues, rather than short-term administrative goals.
- 14. I help mentor and support new Board Members, and have a good working relationship with my Board peers.
- 15. I recommend qualified individuals with relevant skills and expertise as possible nominees for the Board.
- 16. I understand the distinctions between the ICVB, the ICC and the Chamber.
- 17. I support the Executive Director and staff, and understand the difference between the staff's responsibilities and my own as a Board Member.
- 18. I keep updated on trends and important developments in travel and tourism by frequently checking the "In The News" section of the **Board Portal**.

THE BOARD'S PERFORMANCE AS A WHOLE

- 1. I believe Board leadership has a clear **vision** of where the organization is going, and a **defined path** that will get us there.
- 2. I believe the Board has well-organized, **working committees** that are getting important work done.
- 3. I believe our time spent together as a Board is productive and serves our community, and the industry we represent, well.