Valdez Tourism Task Force Feedback Survey

7 responses

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Name (optional)

7 responses

Colleen Stephens

Samantha

Joseph List

Kathy Nielsen

Kate Spadafora

Amber

Nate

Organizational Structure

Board of Directors

In your opinion, should Valdez's next DMO be governed by a board of directors containing board members representing a diversity of businesses in the local visitor industry?

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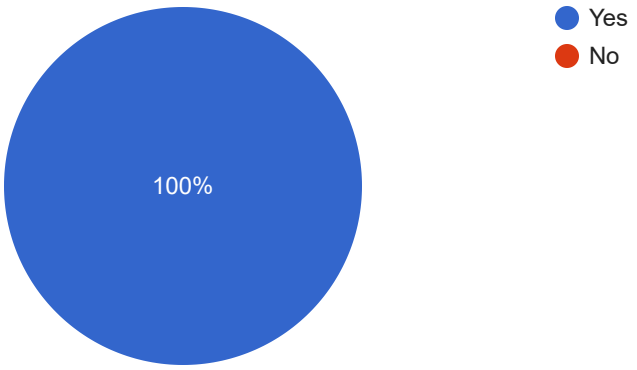
7 responses



From your own experience, list any pros of an organizational structure including a board of directors.

7 responses

Ideally a diversity of backgrounds that can each contribute. Also deliver a diversity of skills to help direct the organization.

Accountability and oversight, ability to preform checks and balances to ensure alignment with strategic goals and hold leadership accountable.

Buy in and on the ground info from people who live it day to day.

Diversity of knowledge and opinions. Board members can develop a strong sense of the organization and become a proactive voice on its behalf, both to stakeholders and higher governing bodies. They can provide support and direction to those hired to lead and coordinate the program.

I lean toward yes with some significant changes HOWEVER I also am interested in discussing option 3: RFP because it may be impossible to make enough changes to the board system to allow it to succeed. I know RFP is a lot more expensive but I feel it would be an entity that could be held accountable.

community representation, buy in and participation in organization or coalition

diverse opinions for decisions makers. the bard better represents the entire body without needing every member to participate all the time.

From your own experience, list any cons of an organizational structure including a board of directors.

7 responses

non participation, not giving staff oversight and direction, and not understanding a role of a board (not managing enough or managing too much.

A board requires members to dedicate their time and take initiative which has potential to create a grey area of responsibility. Having a board of directors can blur lines of accountability, leading individuals to defer or assume others will act, potentially causing inaction, oversight lapses, or reduced personal ownership.

Gettting people to commit

It relies heavily on having really good staffing. This model relies on staff to report accurately both in programs and in accounts. Oversight is not impossible but it is difficult. An all volunteer board doesn't have the time to hold the hand of management, nor should they have to. This could be overcome with a carefully crafted program of work (where the board can be very helpful) and a rigorous set of bylaws. That are adhered to, of course.

In this case history has repeated itself several times. How can we ensure it won't happen again?
Cons= lack of oversite of the exec director and financial, lack of accountability for actions taken by both the board (unsure here) and the exec director
I appreciate the model of the Valdez museum but I do feel that there are some differences in that the museum has a lot more legacy knowledge and deep roots in the community that VCVB hasn't ever really had.

expecting professional oversight and/or decision making from unqualified volunteers

too many cooks in the kitchen. Apathy or lack of participation leads to misguided direction or ineffective leadership

Oversight

Do you believe additional oversight is needed?

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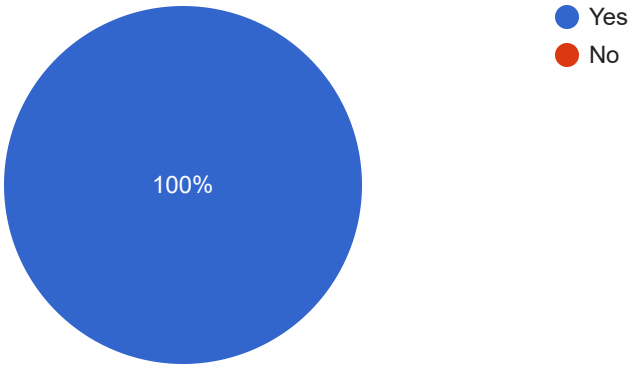
7 responses



If yes, what should be included as increased oversight? (Select all you agree with)

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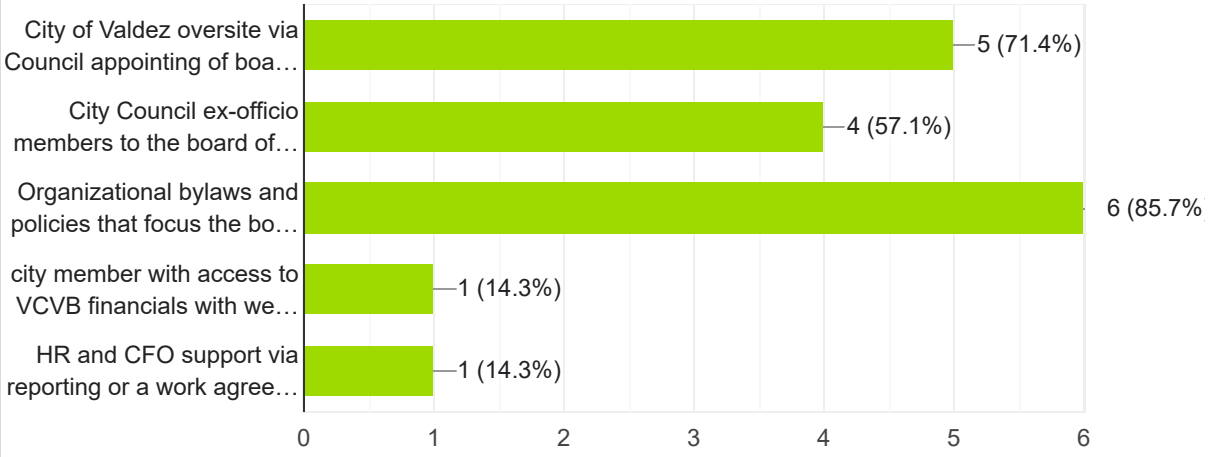
7 responses



Please share any additional feedback or ideas on options for organizational oversight.

4 responses

Would love to have board training mandatory each year so that we keep a group that understands what to look for and is focused on proper board management.

To clarify the last selection, a council ex-officio member is nice for having a conduit at meetings for immediate council reference. Same with an ex-officio city employee. But I don't see it as critical for oversight.

All members of the board should have access to regular financials. If this cannot be provided, to the satisfaction of the board, an auditor or additional oversight kicks in.

Monthly reporting on efforts, outcomes, financial status

Membership

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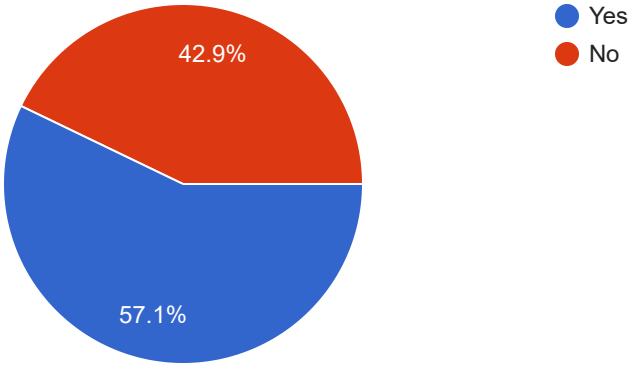
Do you believe that there should be enrolled members in the next Valdez DMO?

7 responses



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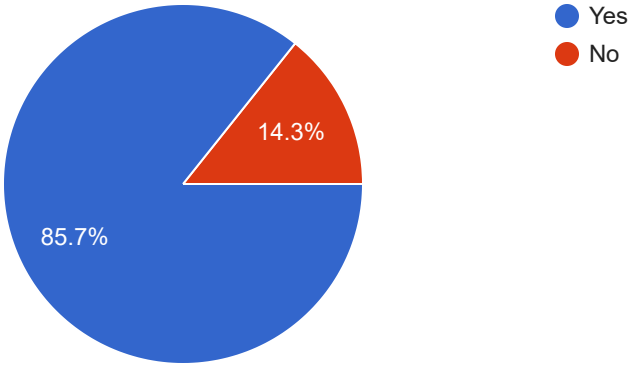
Should any business in Valdez be eligible for a basic no cost membership?

7 responses



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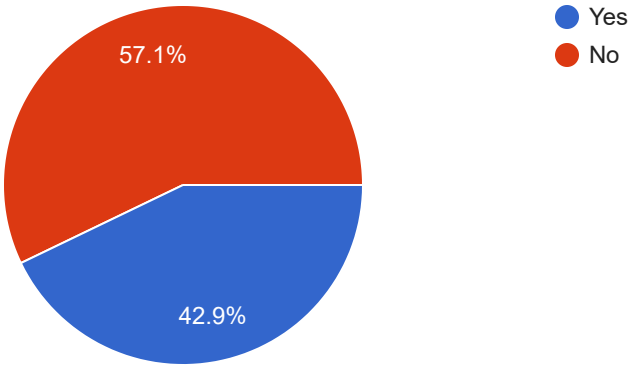
Should there be multiple member levels with an expense for elevated marketing or promotion benefits?

7 responses



Any other comments relative to membership?

6 responses

We should also include trade for other DMO's in AK, and a basic membership for out of town businesses.

I am on the fence on this one. I think having the option to pay for additional marketing would be great however I don't believe it should be tied to a membership in any way.

If all are members, the task of the DMO management and board is to develop ways for members to buy in. We have products to sell and that is where we can focus on monetary support from members. It would be more a la carte selections rather than membership levels.

This is difficult to answer. I want the visitors bureau to welcome guests, during the summer, create and distribute the Valdez Guidebook and meet regularly with a board. I have NO CONCEPT of how much this costs? Can it be done in the $400k that's there?
For this upcoming year, I believe businesses should pay for their ads in the visitors guide. Non-profits should have a almost free option (in my option) to allow them visibility.
Memberships are a lot to manage and I have seen it done to so many different levels the past 5 years. If we can afford to keep it simple, that is my preference.
Eventually, if things run smoothly memberships could be added in? I loved when my membership offered additional social media support from the visitors bureau. If things work for the first year or two maybe it can be added back in with memberships? Maybe this is just asking too much.

Members should consent to providing data or insights anonymously to support the broader effort of promoting Valdez as a destination.

If funded by tax dollars and if a membership model, should allow for a basic inclusion for any tax paying business.

Organizational Structure Options

Of the organizational structure options presented at the first meeting please rank them in your order of preference (Select 1 choice for each row- 1 is highest and 5 is lowest)

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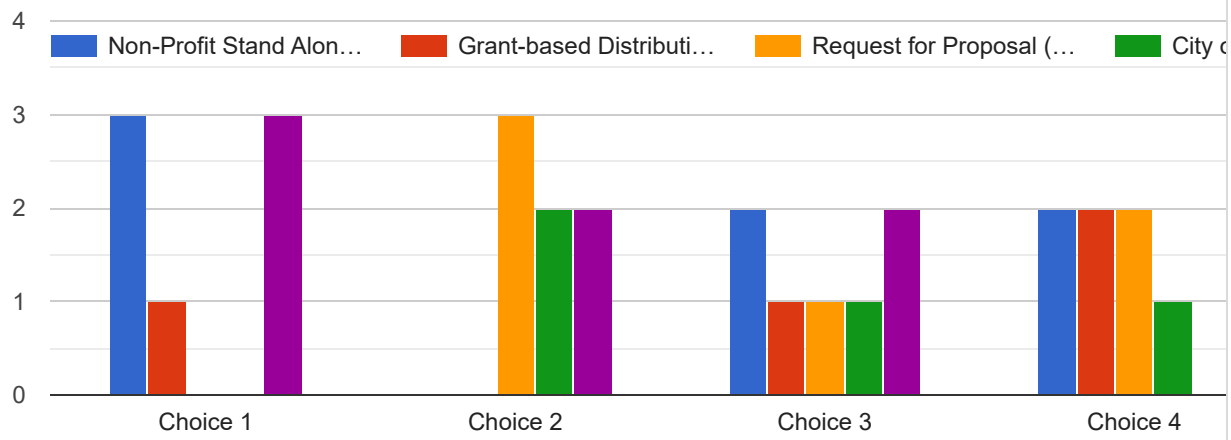

Any additional comments or thoughts on organizational structure options?

2 responses

I would have left choice 5 empty if it would have allowed. It would be an extremely hard sell for me to ask for a department within the city.

Non-profit stand alone isn't working. Can we make it our own by modifying it to allow for city or outside financial oversight? Also clear community level transparency on funding etc? Some sort of checks and balances.

Interim Marketing and Traveler Outreach

Please identify any other topics that need to be addressed immediately.

2 responses

I agree completely with the four items already listed. Fingers crossed that's all, because that is a lot!

business community needs a robust communication from DMO to align business operations and promotions to meet and exceed brand promise and expectation

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