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VISIT TRUCKEE TAHOE

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VISIT TRUCKEE-TAHOE BOARD DIRECTOR - ROLE & RESPONSIBILITIES

Edited Feb. 17, 2025

[VIEW & COMPLETE APPLICATION](#)

Destination promotion, attraction, protection and enhancement are the primary objectives for Visit Truckee-Tahoe, the official tourism authority for Truckee, California established in 2020.

Given Truckee's natural alpine beauty and access to world-class recreation including internationally ranked ski areas, tourism is the backbone of our local economy; driving jobs, small business revenue and significant local government transient occupancy tax income.

While tourism is critical for a thriving local economy in a small mountain town, visitation patterns also cause seasonal peaks and troughs and with that - varying degrees of social, economic and environmental impacts.

Mission

Visit Truckee-Tahoe promotes, protects and enhances Truckee as an authentic mountain town. We serve our lodging business members, partner with key organizations and balance our actions for the well-being of our community.

About the Organization

Visit Truckee-Tahoe (VTT) is the 501c6 Destination Marketing & Management Organization (DMMO) for Truckee, California.

Visit Truckee-Tahoe is under an agreement with the Town of Truckee to serve as the Owners Association for the 2020-2025 Truckee Tourism Business Improvement District (TTBID) Management District Plan. The 2025-2035 MDP is pending public process and approval in June 2025.

Visit Truckee-Tahoe is funded by a 1.25% tourism fee on every lodging room night, per the TTBID Management District Plan. Depending upon the year, this fee is estimated to yield \$400-\$600K in organizational income per fiscal year.

About our "Sustainable Truckee" initiative

Sustainable Truckee is a Visit Truckee-Tahoe initiative that creates and/or funds stewardship programs, services and enhancements that protect Truckee as an authentic mountain town.

<https://www.visittruckeetahoe.com/stewardship-sustainability>

About the Board

Serving as a Board Director for Visit Truckee-Tahoe is an honor and opportunity to participate in how to balance a thriving Truckee tourism economy with community well-being and sustainability.

Members of the Visit Truckee-Tahoe Board of Directors support the organization's work, provide mission-based leadership and strategic governance. Members serve as a team, seeking thoughtful solutions and win/win outcomes in a collegial, collaborative spirit.

A minimum of five and a maximum of seven VTT Board of Directors prioritize destination promotion, sustainability, visitation management and a well balanced tourism economy.

The VTT Board provides high level direction for Staff on the organization's mission, Strategic Plan, policies and annual budget. Board approval is both critical and expected.

Responsibilities of the CEO and Staff are operations, financial, staff management, contractors, vendors, consultants, etc., execution of the mission, the Destination Promotion & Sustainability Plan (DPSP), the Annual TTBD & Corporate Report, Strategic Plan, and ensuring the Board is well informed and consulted for high level input, direction and voting.

Responsibilities - Board Director

- Serves as an equal voice/participant on the Board, providing input on strategic planning.
- Votes to approve annual budget, audit reports, Town of Truckee Annual TTBD reports and material business decisions; being informed of, and meeting all, legal and fiduciary responsibilities.
- Represents and votes for the greater good and on behalf of Truckee's lodging owners and all TTBD payor categories (Hotels, Property Managers, Independents).
- Votes to support the overall economic strength of Truckee's tourism industry balanced with sustainability for the community and for the environment.
- Serves as a citizen volunteer. Some travel and expense reimbursements apply.
- Actively participates at Board meetings, including arriving prepared by reviewing agenda and supporting materials in advance.
- Serves on committees or task forces, taking on special assignments as needed.
- Contributes to an annual performance evaluation of the CEO.
- Contributes to a Board succession plan by identifying and recruiting Board Members.
- Attends and participates in meetings and special events deemed important for the organization to build trust and a positive reputation within the community.
- Represents Visit Truckee-Tahoe within the community at-large, amongst key partners and stakeholders; serving as an ambassador for the organization.
- When representing the organization, communicates in the spirit of [The Truckee Way](#).

Length of Term: three years.

Legal and Fiduciary Responsibilities

Board members new to public service mandated to operate per the Brown Act shall undergo training or be provided reference materials to ensure comprehensive understanding of laws governing public funds. VTT operates at the highest level of ethical and legal responsibility. VTT operations include liability insurance policy of protection for Board, Staff.

- **AB1234 Ethics Training** & Political Reform Act
- **Ralph M. Brown Act** and California Government Code § 54950 et seq.
 - AB 992: Open Meeting Laws and Social Media
- **Public Records Act** - Government Code 6250 et seq.

Meetings and Time Commitment

- Meetings are in-person, in Truckee, California. [Meeting Schedule & Links to Agendas](#)
- Visit Truckee-Tahoe Board meetings are conducted in accordance with the Brown Act.
- Board meetings are a maximum of 12 times per year in Truckee, California.
- Meetings must be attended in person, [unless an exception is covered under current California Brown Act law](#).
- The average number of meetings/year is 8-10 with July and January typically off.
- Meetings typically last 2.25 hours, with 1-2 hours of preparatory time reviewing Supplemental Documents provided in Board Packets.
- When two consecutive meetings, or when 75% or more of all annual meetings are missed, the Board of Directors may at any time determine if a Member shall remain on the Board.
- Board members may be asked to attend or present at special events or meetings.

Qualifications

- Visit Truckee-Tahoe Board Members must be, or serve as a representative for, a Truckee lodging business owner within the Truckee Tourism Business Improvement District (TTBID) except the Town of Truckee designated Board seat and the “citizen-at-large” seat. For lodging representatives, a current Town of Truckee Registration Certification Number is required for the duration of the **three**-year term.
- Professional experience in the lodging industry, private enterprise, small business, local government, local districts/agencies or the nonprofit sector valued.
- A keen interest in collaborating with partners on how to balance Truckee’s tourism sector as a whole (day, night visitors, hotels, short-term-renters) with economic strength, sustainability, the community and environment is essential to a new view for tourism.
- Advocacy for the economic vitality of Truckee’s tourism industry, particularly lodging.
- A commitment to understanding the unique aspects and needs for a mountain town community to thrive, economically and socially.
- Savvy diplomatic skills and a natural affinity for cultivating relationships and building consensus among diverse individuals.
- Integrity, professionalism and understanding of [The Truckee Way](#).

KEY LINKS

- [FY 23/24-24/25 Two Year Strategic Plan](#)
- [2020-2025 Truckee Tourism Business Improvement District \(TTBID\) Mgt. District Plan.](#)
 - The 2025-2035 MDP is pending public process and approval in June 2025.
- [Visit Truckee-Tahoe Bylaws](#)
- Visit Truckee-Tahoe Policies (available upon request)
- [Public Letters of Advocacy](#)
- [Meeting Schedule & Links to Agendas](#)
- [Local Officials Ethics Training Course](#)
- [The Truckee Way](#)
- [Speak Your Peace](#)

Next Steps: All applications shall be reviewed by the VTT Board of Directors for consideration of an interview. Interviews shall be followed by nomination, or not, by the full Board of Directors for a majority quorum vote to secure the seat. All applicants shall be notified if an interview will occur or not.