

## **ABOUT VISIT OAKVILLE**

Visit Oakville is an incorporated, not-for-profit organization and acts as a destination management organization operated through a Board of Directors comprised of Oakville Tourism stakeholders.

Visit Oakville acts cooperatively to achieve tourism goals and direction for tourism development and marketing.

**OUR VISION:** Oakville will be recognized as the premier destination in the Greater Toronto area for visitors to find their own unique experience in which to indulge.

**OUR MISSION:** Tourism activities in Oakville will improve the overall positive image of the Town of Oakville and position the Town as a desirable place to invest time and money.

Visit Oakville will work to encourage tourism development to create a positive economic benefit through increased visitor spending.

These activities will improve the overall quality of place and pride of place for Oakville residents and support the town's commitment to make Oakville the most livable town in Canada.

### **GOALS:**

- Advocacy – increasing/improving support for tourism within all levels of government
- Customer Service – coordinating/improving customer service(s)
- Destination Development – developing/creating tourism partnerships/products
- Strategic Marketing – implementing marketing initiatives/activities

## **ABOUT THE BOARD OF DIRECTORS**

- The Board of Directors is comprised of up to 14 voting Directors representing Visit Oakville stakeholders.
- The term of Directorship is no greater than three years, with a maximum of two consecutive terms.
- The term expires at the last Board meeting prior to the Annual General Meeting.
- The Board meets a minimum of eight times a year.
- Board members are expected to attend board meetings, special events and the Annual General Meeting.
- Board members are expected to participate in one sub-committee.

A more detailed description of Visit Oakville Policy & Procedures can be found online in the Contact/About Visit Oakville section on [www.visitoakville.com](http://www.visitoakville.com).