



2026 Board of Directors Nomination Information

Eligibility:

- Nominees must be the voting representative for a member of the Tofino Destination Management Association, dba Tourism Tofino.

Involvement/Attendance Obligations:

- Minimum of 9 Board meetings per year
- Board retreat or workshop
- Participation in a Board committee or Task Force as required

Nomination Process:

- Nominations are to be submitted by **5:00pm local time on Friday, February 13, 2026**
- Tourism Tofino's Nominating Committee will review nominations and confirm nominees

Election:

- Election will be conducted electronically
- Nominee profiles and electronic ballot will be distributed to all voting representatives of member businesses via e-mail on Tuesday, February 24, 2026
- Voting will end at **5:00pm local time on Tuesday, March 10, 2026**
- Election results will be announced at the Tourism Tofino Annual General Meeting (AGM), held on Tuesday, March 24, 2026, from 9:00am to 12:00pm at Tin Wis Resort.

Board Positions Available:

Director Category	# Vacancies
Fixed Roof Accommodation Providers (<i>FRAP</i>)	0
Non-Fixed Roof Accommodation Providers (<i>Non-FRAP includes: attraction, activity, campground, tour operator, event producer/planner, retail, food & beverage or other visitor-facing service provider</i>)	2
Director At Large (<i>may be either FRAP or Non-FRAP</i>)	1

For further information contact Samantha Hackett at 250-800-7380 ext. 101 or by email: samanthah@tourismtofino.com



Board of Directors Nomination Form

Nominations must be submitted by **5:00pm local time on Friday, February 13, 2026.**

Forms can be scanned and e-mailed to samanthah@tourismtofino.com with a headshot/photo of yourself

Director Category: *(tick one)*

Fixed Roof Accommodation Provider (will be only eligible for the Director at Large seat)

Non-Fixed Roof Accommodation Provider *(attraction, activity, campground, tour operator, event producer/planner, retail, food & beverage or other visitor-facing service provider)*

Nominee Information: *(must be the voting representative for a member business)*

NAME (please print) _____

COMPANY _____

POSITION _____

MAILING ADDRESS _____

PHONE _____ E-MAIL _____

PROFILE MUST BE INCLUDED FOR NOMINATION FORM TO BE ACCEPTED *(Profile to be no more than 100 words and can be provided as an attachment). This will be used on the online voting platform for voters to read about you.*

Leadership Interest & Succession: are you interested in being considered for an executive leadership role on the Board (Treasurer/Vice Chair/Chair) as part of a planned leadership succession over time?

Yes Possibly Not at this time

COMPETENCY MATRIX

The Tourism Tofino Board competency matrix is used to identify board member skills, characteristics and gaps that are most vital to serving our organization's strategic goals. The matrix provides a structure to guide the board's composition, streams the needs assessment process, while serves as a tool to recruit new board members and build succession plans.

Please rate your experience level on a scale of 1 to 5: 1 = none, 2 = some, 3 = moderate, 4 = very, and 5 = extensive.

INDUSTRY KNOWLEDGE / EXPERIENCE

COMPETENCY	RATING
<i>Accommodation Sector</i>	
<i>Attractions Sector</i>	
<i>Destination Experiences Sector</i>	
<i>DMO/Association Sector</i>	
<i>Food & Beverage Sector</i>	
<i>Government</i>	
<i>Meetings & Events Sector</i>	
<i>Recreation & Entertainment Sector</i>	
<i>Retail Sector</i>	
<i>Tourism & Hospitality Public Policy</i>	
<i>Transportation & Travel Sector</i>	
<i>Other</i>	

TECHNICAL SKILLS / EXPERIENCE

COMPETENCY	RATING
<i>CEO / Senior Leadership</i>	
<i>Communications / Public Relations / Media Relations</i>	
<i>Finance / Accounting</i>	
<i>Government Relations</i>	
<i>Health and Safety</i>	
<i>Human Resources Management</i>	
<i>Information Technology</i>	
<i>Legal</i>	
<i>Marketing / Sales</i>	
<i>Operations (CEO, COO, GM)</i>	
<i>Risk Management</i>	
<i>Stakeholder Engagement</i>	
<i>Strategic Planning</i>	
<i>Sustainable Practices</i>	

Please rate your experience level on a scale of 1 to 5: 1 = none, 2 = some, 3 = moderate, 4 = very, and 5 = extensive.

GOVERNANCE COMPETENCIES

COMPETENCY	RATING
<i>Board Chair</i>	
<i>Board Certification</i>	
<i>Committee Chair</i>	
<i>Development of Constitution & Bylaws</i>	
<i>Director</i>	
<i>Vice Chair</i>	
<i>Treasurer</i>	

EDUCATION / TRAINING

COMPETENCY	RATING
<i>Board Governance Training</i>	
<i>Chartered Professional Accountant (CPA)</i>	
<i>Degrees (e.g. BA, MBA)</i>	
<i>DEI (Diversity, Equity, Inclusion) Training</i>	
<i>Foodsafe</i>	
<i>Safer Spaces Certification</i>	
<i>Serving It Right</i>	
<i>SuperHost Customer Service Training</i>	
<i>Other (please note)</i>	

Nominee Consent

I, _____, hereby consent to actively participate as a Director of the Tofino Destination Management Association, dba Tourism Tofino.

SIGNATURE _____ DATE _____

Nominator: *(must be an employee of a member business)*

NAME (please print) _____

COMPANY _____

SIGNATURE _____ PHONE _____