

From: [Scott Schneider](#)
Sent: Wednesday, March 02, 2016 9:31 PM
To: '[Pauline Zamboni](#)'
Subject: RE: MCTC Bylaws

Hi Pauline –

Good to hear from you.

The plan is a brainchild of Bill Geist's and is talked about in his book. I would recommend not removing it from the by-laws.

Essentially, it is a written plan for the board of directors to approve each year which lays out how the board is going to communicate with the community over the coming year. This includes communication of its goals, plans and objectives as well as the results of its activities (including ROI). It includes communication to stakeholders, politicians and partners on the value not only of tourism, but advocating for the organization and the role it plays throughout the county. The plan also outlines the annual training and orientation and could include any training materials (i.e. Bill's book) which Board members should read and follow. The plan outlines the roles and responsibility of each board member, specifically, as it relates to the success of the organization with a focus on its future.

With all of the talk in the past of transparency and a lack of communication to stakeholders, this plan puts it on the board to ensure strong transparency and communication to stakeholders. Staff of course plays a role in this, but it is really the board who is responsible for its success.