



May 29, 2025

### **Call for Applications:**

Board of Directors – Central Nova Scotia Tourism Development Society (CNSTDS)

The Central Nova Scotia Tourism Development Society is currently seeking applications from individuals interested in serving on its inaugural Board of Directors. The Society has been formed through a partnership between the **Municipality of Colchester, Town of Truro, Town of Stewiacke**, and **Millbrook First Nation**, in alignment with a shared vision for regional tourism development.

The Society will guide the strategic use of regional Marketing Levy funds collected through accommodations across the region and focus on implementing the Truro-Colchester Strategic Tourism Expansion Plan (STEP) - an action plan supporting the sustainable growth of tourism.

You can read the full STEP report here: [Truro-Colchester STEP Report, 2025](#)

### **Board Composition**

The Board will be comprised of eleven (11) members, including four (4) Council representatives - one from each government partner. These four Councillor Directors have already been appointed by their respective councils.

We are seeking seven (7) Directors to represent the broader tourism industry:

- Three (3) from the accommodations sector, including:
  - Hotel or motel representative
  - Short-term rentals (e.g., Airbnb, Vrbo)
  - Smaller accommodations (e.g., B&Bs, Cottage Rentals)
- Four (4) from the tourism operator sector, such as attractions, festivals, outdoor recreation, food and beverage, cultural experiences, etc.



## **Our Commitment to Representation**

We are committed to ensuring that all regions of Colchester County - including both urban and rural communities - are represented on the board.

We strongly encourage applications from individuals from diverse backgrounds, including Indigenous, Black, African Nova Scotian, Persons of Colour, Newcomers, Persons with Disabilities, 2SLGBTQIA+ and other underrepresented communities. There will be an option to self-identify on the application.

## **Time Commitment & Term**

In the initial phase, Directors can expect to commit to at least one meeting per month, typically lasting 1–2 hours. Additional time may be required for onboarding, planning, and contributing to the Society's foundational work. Meetings will be scheduled as a mix of daytime and evening sessions to accommodate a variety of schedules.

Directors will be appointed for an initial two-year term, with the option to renew. Directors may serve up to a maximum of four consecutive terms (eight years total).

## **Board Governance Training**

All successful applicants will be required to participate in a mandatory Board Governance training session, expected to take place in September or October 2025. This training will help ensure a strong foundation for board operations and support members in fulfilling their responsibilities.

## **Submission & Deadline**

Completed application forms must be submitted by Thursday, June 12 at 12:00 PM (noon) to [marketinglevy@colchester.ca](mailto:marketinglevy@colchester.ca). Please use the subject line "**Board of Director Application – Central Nova Scotia Tourism Development Society**" when submitting your application. Only completed applications will be reviewed, and late submissions will not be considered.



If you have questions about the application process or the Society, please contact:

Jennifer Mantin (County of Colchester) – [jmantin@colchester.ca](mailto:jmantin@colchester.ca)

Alison Grant (Town of Truro) – [agrant@truro.ca](mailto:agrant@truro.ca)

## Application Form:

### Central Nova Scotia Tourism Development Society Board of Directors

Name: \_\_\_\_\_

Business or Organization Name: \_\_\_\_\_

Role/Title: \_\_\_\_\_

*If you are not the owner of the business or organization and are applying as a representative, please complete **Section A – Authorization to Represent**, below.*

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Municipality/Community of Residence:

(Colchester County, Truro, Stewiacke, Millbrook or Other)

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#### 1. Please indicate which seat you are applying for:

- Accommodations – Hotel/Motel
- Accommodations – Short-Term Rentals (Airbnb/Vrbo)
- Accommodations – B&B or Small Inn
- Tourism Operator (non-accommodations)

#### 2. Please provide a brief overview of your involvement in tourism and/or business operations related to the industry (role, years of experience, type of organization) *100 words max*



**3. Why are you interested in serving on the Board of Directors of the Central Nova Scotia Tourism Development Society?** *100 words max*

**4. What is your vision for tourism in Colchester County and the broader region?** *250 words max*

**5. Do you bring any specific skills, knowledge, or perspectives that you feel would benefit the Society's board?** *(e.g., marketing, Indigenous tourism, rural tourism, events, business development, etc.)*

**6. Do you have any experience or background in legal, accounting, or financial management?**

*If yes, please describe briefly.*

**7. Have you previously served on any boards or committees?**

*If yes, please list the organizations, your role, and the length of your term(s).*

**Optional: Self-Identification**

We encourage all qualified applicants who self-identify as Indigenous, Black, African Nova Scotian, Persons of Colour, Newcomers, Persons with Disabilities, 2SLGBTQIA+ to apply and self-identify on their applications. We are actively working to ensure representation from underrepresented communities on the Society Board. Please check any that apply:

- Black or African Nova Scotian
- Mi'kmaw
- Indigenous (please specify Nation or Community if you wish): \_\_\_\_\_
- 2SLGBTQIA+
- Persons with Disabilities
- Persons of Colour
- Other underrepresented group (please specify): \_\_\_\_\_
- Prefer not to say



**Applicant Declaration**

I certify that the information provided in this application is true and complete to the best of my knowledge. I understand that submitting false or misleading information may result in the rejection of my application or removal from the Board of Directors if selected. I acknowledge the expected time commitment and term and agree to participate actively in support of the Society's objectives.

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Section A – Authorization to Represent (For Non-Owners)**

This section must be completed and signed by the owner or senior manager of the organization you are representing.

I authorize the applicant named in this form to represent our business/organization on the Board of Directors of the Central Nova Scotia Tourism Development Society. I understand this includes participation in meetings and contributing to tourism development initiatives on behalf of our organization.

**Organization Name:** \_\_\_\_\_

**Name of Owner/Senior Manager:** \_\_\_\_\_

**Position:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_