



## 2021 COMMITTEE & TASK FORCES

Approved by the 2020 Board of Directors 5/21/2020

### EXECUTIVE COMMITTEE

Consists of the Chairman of the Board, Past Chairman, Chairman-elect, Vice Chairman, Secretary/Treasurer, At-Large Delegate, and the President & CEO as outlined in the WHLA By-Laws. The Executive Committee acts as a steering committee that prioritizes the agenda of the board meetings. This committee has full power and authority to attend to all duties necessary between board meetings, and act for and on behalf of the Board of Directors. Committee actions in all matters are subject to ratification and confirmation by the Board of Directors at a lawful subsequent meeting.

***Closed committee - Elected annually at the Annual Meeting.***

### NOMINATING COMMITTEE

Chaired by the Chairman-elect. The committee establishes priorities for board composition, plans for board director recruitment and succession, oversees board development, and takes the lead in performing governance tasks.

***Closed committee - Open to Chairman-elect and Chairman of the Board***

### ROOM TAX TASK FORCE

Chaired by a Director selected by the Board. This committee is responsible for monitoring the State Room Tax laws while providing recommendations for improvements, and monitoring compliance within municipalities and tourism entities. This committee provides action recommendations as needed to the Legislative Committee and/or WHLA Board of Directors.

***Closed committee - Open to Board Members or Members Invited by the Chair Only***

### MEMBERSHIP COMMITTEE

Chaired by a Director selected by the Board. The purpose of this committee is to ensure an active and engaged membership base. Duties of this committee include membership recruitment initiatives, development of board level recruitment and retention plans, and new member outreach.

***Open committee - All WHLA members***

### LEGISLATIVE/TOURISM COMMITTEE

Chaired by a Director selected by the Board. This committee monitors new and pending legislation in collaboration with WHLA staff and the contract lobbyist. Duties include reviewing legislation and providing position recommendation on relevant bills and issues to the Board of Directors. Additional duties may include advocacy assistance and the planning of WHLA Action Day.

***Open committee - All WHLA members***

### EDUCATION & CONFERENCE COMMITTEE

Chaired by a Director selected by the Board. Committee members plan the annual Wisconsin Lodging Conference and Trade Show. This committee also monitors WHLA's educational offerings and makes recommendations on scholarships, partnerships with hospitality programs, student support, and more.

***Open committee - All WHLA members***

### SCHOLARSHIP SELECTION TASK FORCE

Board volunteers are elected each January to review the scholarship program and select the current year's winners. The task force will connect on a conference call in the spring to review scholarship offerings and review the timeline, and members will meet in-person in May to review submissions and choose a winner.

***Closed task force - Board Members Only***

## **PROGRAMMING TASK FORCE**

Chaired by the current Chair of the Education & Conference Committee. The primary duty of this task force is to select the educational sessions and sequence of programming for the 2020 Conference. The task force will initially connect in February/early March in person or on a conference call to determine educational session topics and again in April/early May to select speakers to present to the board at the May meetings.

***Open task force - All WHLA members***

## **AWARDS COMMITTEE**

Chaired by the previous year's winner of the Innkeeper of the Year Award (2020 Chair = 2018 IOY). This committee has two standing meetings, one in January to review feedback from the Conference Awards Program and plans for the current year's awards, and the other in September to select Award Winners. This Committee provides recommendations for new awards and changes to existing award offerings to the WHLA Board of Directors.

***Closed committee - Open to the past four years of major award winners: Innkeeper, Corporate Champion & Associate of the Year winners (2020 = winners from 2016, 2017, 2018, 2019) and the 2020 Past Chairman.***

## **PUBLICATIONS COMMITTEE**

To provide leadership and direction to the association's publication program that supports the mission of the association, and is responsive to the needs of WHLA members. Identify goals and strategies for the Wisconsin Lodging Directory, InnTouch Magazine, Insider and Capitol Insider publications.

***Open committee - All WHLA members***

## **WWIL Steering Committee**

Chaired by a Director selected by the Board. This committee oversees events, content, and any other benefits for WWIL's members. Assists in planning WWIL events and recruiting attendees.

***Open committee - All WHLA members***