Performance Evaluation for Executive Director position for the Leon County Tourist Development Council (LCTDC)

For period covering FY

The evaluation of the Executive Director is designed to be a communication and learning process The Executive Director can learn more about what everyone expects from each other and where the strengths and weaknesses are in the relationship The Chairman will complete the final evaluation on behalf of the Board of County Commissioners for the purpose of performance merit raise

The Bylaws of the Leon County Tourist Development Council approved and adopted by the Leon County Board of County Commissioners June 10 2003 Article XIII – Administration reflect the following duties

a Oversight and management of the Tourist Development Council office
b Serve as community spokesperson on tourism related issues
c Hiring supervision and termination of employees consultants and/or advisors
d Supervision oversight and maintenance of all financial records program contracts special event grants and other records of the Council under the direction of these bylaws or as may be prescribed by the Council
e Presentation of periodic financial reports and annual budgets in concurrence with the responsibilities of the Finance-Audit committee and as may be requested by the Council
f General oversight supervision and maintenance of all programs activities and subsidiary organizations of the Council
g Fulfillment of other executive management responsibilities as may be in the best judgment of the Director and/or assigned by the Council and which are not in conflict with these bylaws or established policies & procedures
h Serving as Leon County staff liaison for the Tourist Development Council

Rank the executive director on the performance factors using the performance definitions
(5=outstanding 4=significantly exceeds expectation 3=fully capable 2=needs improvement 1 unsatisfactory)

	Performance Factors	Performance (From 5 1)
1	Provides direct supervision of office staff	
2	Performs annual evaluations of office staff	
3	Follows internal operating procedures and Board policies and procedures	
4	Performs management of LCTDC office programs and activities	
5	Provides oversight and management of contracted services including research marketing and advertising and public relations	
6	Provides oversight and management of special events grants program	
7	Develops implements and manages LCTDC s annual operating budget	
8	Acts as County staff liaison for the LCTDC	
9	Maintains working relationship with County Administration Board and other departments	
10	Provides recommendations to the Board on behalf of the LCTDC relating to tourism related issues	
11	Works directly with the chairman and other council members of the LCTDC	

12	Works with local entities to facilitate the promotion and awareness of tourism in the community	
13	Works with local entities providing tourism research information	
14	Works with local media providing tourism related information and awareness	
15	Prepares and presents quarterly program and financial reports to the Board	
16	Prepares LCTDC agendas for regularly scheduled meetings	
17	Attends all Board meetings	
18	Attends annual tourism related conferences	
19	Reviews and approves all LCTDC invoices for payment submission including all contract vendor payments	
20	Handles all funding request of the LCTDC for submission to council for consideration	
21	Manages annual budget within the category percentages reflected in the Leon County Tourist Development Plan Ordinance 95-15 for Research and Administration Advertising Direct Marketing/Convention Services and Special Projects/Events	
22	Monitors state legislative actions affecting tourism related issues	
23	Monitors LCTDC goals and objectives as reflected in the annual marketing and advertising and public relations plans	
24	Abides by local state and federal laws	
25	Performs tasks directed by the LCTDC	
26	Performs task directed by the Board	
27	Demonstrates commitment to improving LCTDC programs and services	
28	Demonstrates sound financial judgment to LCTDC for funding recommendations	
29	Demonstrates understanding of financial statements and fiduciary responsibilities	
30	Demonstrates ability to communicate effectively	
31	Demonstrates understanding of tourism related issues on a local state national and international level	
32	Demonstrates a willingness to help others effectively	
33	Demonstrates ability to solve problems effectively	
34	Demonstrates ability to take responsibility and make decisions effectively	
35	Demonstrates effective leadership qualities and skills	
36	Demonstrates effective management skills	
37	Provides oversight of visitor center building	

YOUR SUBJECTIVE OBSERVATIONS (OPTIONAL)

In your opinion what have been the accomplishments of the Executive Director?

What performance areas would you identify as needing improvement? Why? What constructive positive ideas can you offer the Executive Director to improve these areas?

Overall Comments

Comments by Executive Director (if any)

Date _____ Date _____

_____ _____

LCTDC Member LCTDC Executive Director