



**Tourism Committee  
AGENDA  
October 24, 2023**

Committee Members: MERLINO, Dickinson, Diamond, Strough, Wild, Runyon and Frasier

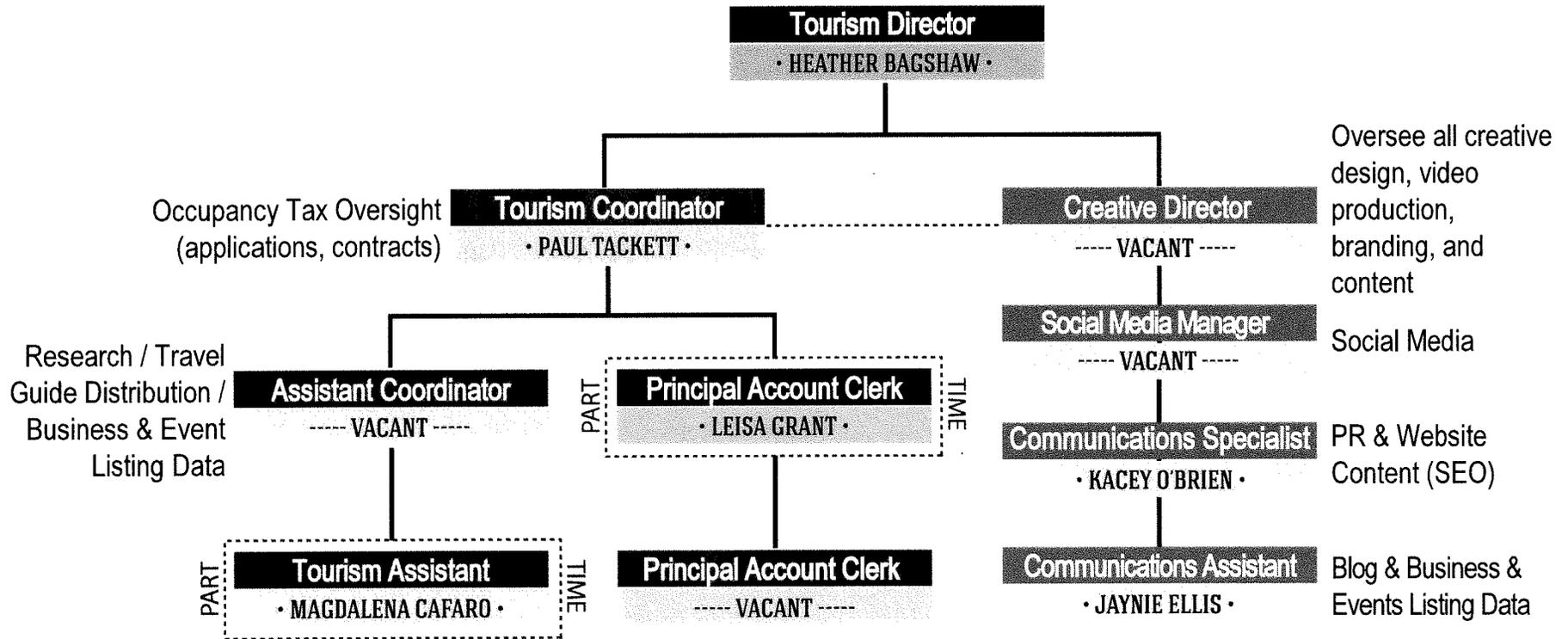
*Chair of the Board shall serve as an Ex-Officio member when needed in accordance with Section C (4) of the Rules of the Board.*

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- I. Committee meeting called to order by Chairman Merlino.
  - II. Motion to approve minutes of the September 28, 2023 Tourism Committee meeting.
  - III. Privilege of the floor and public comment
  - IV. Action Agenda/New Business Items: None
  - V. Discussion Items:
    - a. Tourism Department Budget Review 2024 – update
    - b. Workshop – Winter Media Plan
  - VI. Referrals: None
  - VII. Privilege of the floor and public comment
  - VIII. Motion to adjourn
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• TOURISM DEPARTMENT ORGANIZATION CHART



NOTE: Organizational Chart includes the 'main' responsibility of the position and does not reflect the role of the staff who currently holds that position.

## **CREATIVE DIRECTOR**

**DISTINGUISHING FEATURES OF THE CLASS:** Plans, designs and executes all creative work, including audio, visual graphics, video, and all art work for use in publications, electronic marketing, television, radio or any display materials required of the County Tourism Department using available software and media preparation equipment. These duties involve the preparation of a variety of illustrative material including video production, booklets, maps, charts and photographs for use in publications and displays of the County Tourism Department. The work is performed under general direction of the Director of Tourism, with leeway allowed for the exercise of independent judgment in planning the various graphics methods to be used; does related work as required.

**TYPICAL WORK ACTIVITIES:** (Illustrative only)

Uses existing software and media equipment for the preparation of commercials, brochures, advertisements, signs, and posters;

Creates video advertisement campaigns for television from concept to final product, including producing, directing, supervising, editing, writing copy and securing talent and outsourcing vendors;

Designs and creates graphics and artwork for media release including brochures, advertisements, signs and posters for use in publications or other presentations of the Tourism Department;

May illustrate maps, charts and graphs;

Illustrates a variety of departmental reports, publications, informational and promotional booklets and pamphlets and administrative reports;

May use a variety of graphics illustrative techniques;

Performs various research and statistical duties related to County Tourism projects;

May crop, size and retouch photographs for use on covers or in text of reports and illustrations;

Assists in selecting colors, stock and bindings for a variety of graphics reproduction projects;

Performs a variety of clerical work in connection with duties.

**REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES:**

Good knowledge of computer use and video presentations, desktop publishing software;

Good knowledge of media and graphic techniques;

Good knowledge of the terminology used in the preparation of video, graphics and art work;

Ability to plan, design and prepare attractive graphics and illustrative materials;

Ability to create, produce and direct video advertisements;

Ability to translate ideas into finished art products;

Knowledge of research and statistical survey methods and principles;

Ability to follow oral and written directions;

Artistic and creative ability;

Good physical condition.

**MINIMUM QUALIFICATIONS:**

Graduation from high school; and

- A) Completion of a two (2) year course in media preparation or related field and three (3) years of experience preparing media related material; or
- B) Five (5) years of satisfactory experience in videography, desktop publishing; computer graphics, or any equivalent combination of training and experience.

WC: Adopted, 10.16.07; Amended, 5.30.08

JC: Competitive

Format Update 2022