

U.S. Route 6 Tourist Association

The Role of the State Executive Director:



The State Executive Directors are responsible for developing and maintaining state divisions of the National Association in accordance with the Mission and administrative guidelines as established by the Board of Directors and administered by the President / CEO.

Mission:

Address cultural preservation and economic development issues. Establish a Student Internship Program.

The following is only a summary of what is expected of the State Executive Director:

Create an Advisory Committee and establish an active membership (support) base.

Must have basic knowledge in the use of the Internet, facebook, email, MSWord, Photoshop, PowerPoint, etc.

Meet and work with city, county, state and federal elected officials.

Arrange meetings with small businesses and large corporations. (discuss needs and sponsorships)

Make contacts with car, motorcycle and RV clubs, etc.

PR with schools and promote our student internship program.

Meet with members of the state legislature and community leaders to promote historic Route 6 signage and the production of a documentary movie.

Work with the media; newspapers, radio and television. (Interviews, press releases and activity updates.)

Establish a close relationship with other Not-for-profit "Public Charities" (Humanitarian Organizations).

Prepare brochures, flyers and general PR material.

Fundraising: Grants, sponsorships, donations, special events, car washes and bake sales, etc. (Whatever works!)

Maintain an on-going dialogue with members; news letters, meetings, etc.

Use of our web site to promote memberships and activities. (Work closely with our Webmaster.)

Maintain an archive of letters, pictures and items received that have historic value. (This is the property of the Association for future display in a Route 6 State Museum.)

Work on the development of a State Route 6 Museum and Visitors Center.

Prepare and process membership renewals. (Guidelines and format will be provided.)

Submit to the President / CEO an annual activity and financial report. (Guidelines and format will be provided)

END