



## Prospective Board Member Questionnaire

**Name:** Scott Coyle

**Business/Organization:** Scott & Co. Fine Jewelers

**Title:** President / Owner

**Current/Previous Community and Destination Gettysburg Involvement:**

Destination Gettysburg – Merchant, Member  
Community Director at Wellspan WSSH, ACEDC, Director (Past)  
New Oxford Chamber – Director (Past), ACAC - Supporter



**Why are you interested in serving on the Board of Directors for Destination Gettysburg?**

Destination Gettysburg, in my opinion, is a "Hot Bed" for creative ideas and functions to promote Gettysburg tourism and therefore all area businesses. I would like to be part of this team.

**What specific skill set do you possess that would be an asset to Destination Gettysburg?**

While proper marketing skills I do not have, I do have the perspective of a business owner and know what works and what doesn't produce results.

**What do you see – from the outside looking in - as the primary duties and responsibilities of a board member?**

To oversee current and future plans and activities  
To consistently promote Gettysburg and maintain tourism. – "To keep people interested & coming to Gettysburg & surrounding communities."

**Is there something more you feel Destination Gettysburg could/should be doing for our partners and the business community? If so, what?**

No answer

**What do you think is the biggest challenge facing the tourism industry?**

Creating interest in a locality to bring new and past visitors back