



Prospective Board Member Questionnaire

Name: Jacqueline White

Business: Dobbin House Tavern

Title: President

Current/Previous Community and Destination Gettysburg Involvement:

Currently, I am on Boards and Committees of several non-profit groups that serve our community, including tourism-related groups: The Inns of the Gettysburg Area, Steinwehr Avenue Business Improvement District, Main Street Gettysburg. I also serve with the Adams County Historical Society and the Eisenhower Society.

While a member of the Travel Council/Gettysburg Convention and Visitors Bureau and Destination Gettysburg, I have served on committees: Advertising/Marketing, Publications, Special Events, Budget/Dues, ByLaws, Community Relations, Membership, Legislative and Program. I served as Vice-President of the Board for two terms and President for two terms, 1986-88.



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

As a long-term member of the Gettysburg tourism industry, I believe Destination Gettysburg is of great value to our visitors and every business of our area. I have seen how the strength of our unified membership voices has been successful for our businesses and community. I will endeavor to continue in this partnership to promote, preserve and expand our county's tourism economy.

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

I grew up in Gettysburg and began my hospitality experience at my parent's "Fantasyland Storybook Park." As owner of the Dobbin House, I have knowledge in the restaurant, gift shop, bed and breakfast and internet businesses. Skills include: communications and marketing, public relations, financial management, planning and interpersonal development.

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

The main mission of Destination Gettysburg is to promote Gettysburg to encourage more people to visit – both domestic and foreign. A Board Member, representing all businesses in the area, oversees this goal as they work with the professional staff of the organization. Besides the important fiduciary responsibility of overseeing finances related to all collected taxes and dues, the Board is also responsible for long-term strategic planning that is vital to our future.

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

Destination Gettysburg completes a thorough survey of our current visitors every year. An unanswered question is why some people choose not to visit Gettysburg and vacation elsewhere. What can we do or offer that would help these potential guests to want to come here?

Destination Gettysburg has promoted a comprehensive 'Holiday Brochure' that has increased visitation during a traditional slow period. Other ideas could be explored to create additional business during off-season months.

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

The tourism industry is rapidly changing as the tastes of visitors evolve. The tourism community must monitor these changes and adapt to the needs and wants of the current and future visitors.

Gettysburg is an ideal vacation destination. It is filled with diverse tourism venues dedicated to giving quality service to enhance a visit to our historic and scenic area. As always, a challenge is how to spend our limited resources to reach the greatest number of people to market and promote extended stays to enjoy all of the history and unique resources our area has to offer.