



OF THE UNITED METHODIST CHURCH

1715 Encampment Ave. P.O. Box 583 | Petoskey, MI 49770

www.bayviewassociation.org

POSITION PROFILE: EXECUTIVE DIRECTOR



BVA

LEADERSHIP

OPPORTUNITY

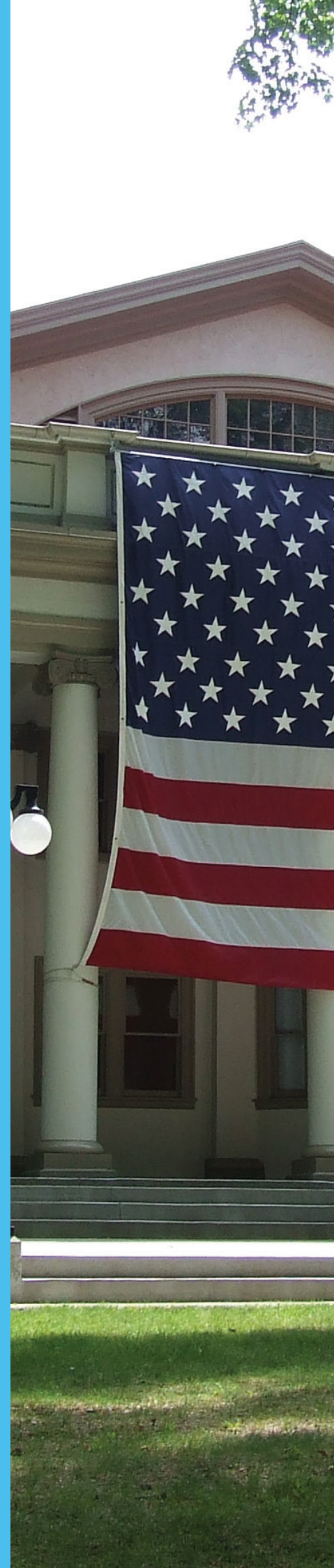
Bay View Association of the United Methodist Church (www.bayviewassociation.org), a member of Chautauqua Trails, invites inquiries, nominations, and applications for the position of Executive Director. The Executive Director is the Chief Executive Officer of the Bay View Association and is responsible for the overall management and operation of Bay View. In this capacity, the Executive Director reports to the President of the Board of Trustees and is responsible for the organization's consistent achievement of its mission and objectives; assuring that Bay View makes consistent and timely progress. The Executive Director provides leadership in developing programs, short and long-range strategic plans with the Board of Trustees and staff, and implements those plans and policies authorized by the Board.

Working with the Comptroller, the Executive Director is responsible for the development of the annual budget. This position is responsible for the financial management of Bay View. The Executive Director will prudently manage Bay View's \$2.5 million annual budget, a \$625,000 Real Estate Management budget, and also endowments of \$11.2 million, within the approved guidelines.

While Bay View is a seasonal community with seasonal programming, the Executive Director position is a full-time position. In the off-season, the Executive Director has nine direct reports, of which four are part-time, and a total staff of 19; while during the main season, the Executive Director's direct reports increases to 13 and total staff to 200. A crucial responsibility for the Executive Director is to manage and support his/her staff. The Executive Director is responsible for operational excellence within Bay View.

During the season, Bay View is a cultural community, and as such, the Executive Director is responsible for working with the Program Directors and committees to improve the quality and effectiveness of each of the cultural programming areas annually.

The Executive Director represents Bay View to the surrounding community. Good working relationships with the local Chamber of Commerce, other cultural partners, etc. is essential.

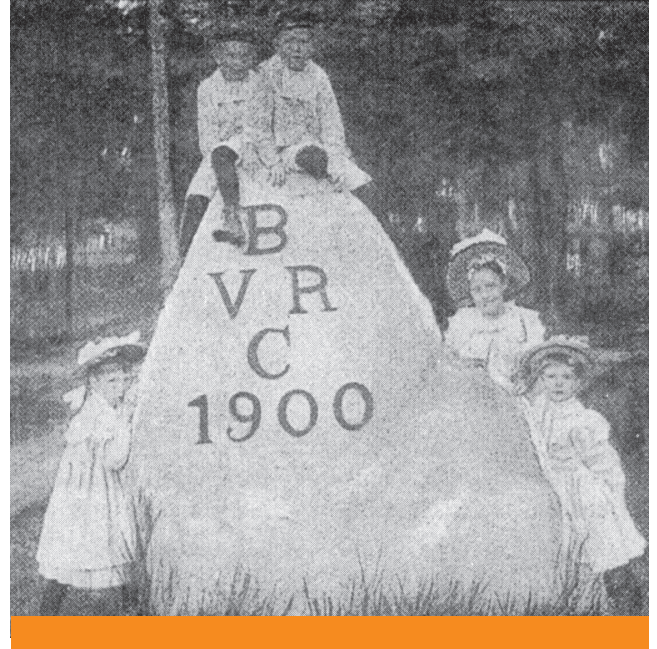


HISTORY

In September 1875, a group of Michigan Methodists met in Jackson to organize a Camp Meeting, a popular form of religious gathering at that time, “for intellectual and scientific culture and the promotion of the cause of religion and morality.” They chose Bay View as the site because of its salubrious summer climate, its beautiful location on the shores of Little Traverse Bay, and its availability by railroad and lake steamer.

Bay View quickly became a part of the Chautauqua Movement, a uniquely American institution committed to bringing the four programs of Religion, Recreation, Education and the Performing Arts to a broad spectrum of the public. The Chautauqua Movement attracted millions of people to hear educators, preachers, explorers, travelers, scientists, politicians, and musicians. The territory of the early “tent city” developed into hundreds of summer cottages, a resort community of such Victorian charm that it has been designated as a National Historic Landmark. Throughout its history, Bay View has consistently retained and continued to follow closely the principles of spiritual growth and cultural advancement initiated and steadfastly practiced by its Methodist founders.

Today, Bay View is one of about 18 Chautauqua communities that survive in the United States. Bay View constitutes an extraordinarily well executed ideal Victorian community which, because of its continuing corporate existence and the ongoing collective values of its membership, remains in an excellent state of preservation of both form and spirit.



Bay View is one of the finest remaining examples of two uniquely American community forms, the Methodist camp meeting and the independent Chautauqua (www.chautauquatrail.com). Designed for the first purpose in 1876 as the country's only romantically planned campground, and adapted for the second from 1885 to 1915, Bay View constitutes an extraordinarily well executed ideal Victorian community which, because of its continuing corporate existence and the ongoing collective values of its membership, remains in an excellent state of preservation of both form and spirit. Bay View is a major example of American religious, cultural, social, and educational ideals embodied in an artistically shaped community plan.





BVA

MISSION & VISION

MISSION

To be an institution in which Christian values¹ and traditions are central; to enrich the human experience for individuals and families within Bay View and the surrounding community through a seasonal program of religious, educational, cultural, and recreational opportunities; to provide a Christian perspective in a changing world.

¹Such as love, faith, grace, hope, respect, hospitality, and service to others.

VISION

Bay View offers unique experiences and opportunities to members and visitors alike in a beautiful historical summer place on Lake Michigan.

It is an exceptional, open, Chautauqua community of intergenerational families that also welcomes new members who agree to respect and preserve the history and values of the Association: “To enrich the human experience for individuals and families within Bay View and the surrounding community through a seasonal program of religious, educational, cultural and recreational opportunities,” in a manner consistent with Christian values.¹

Supported by a robust financial condition, Bay View is passionate about maintaining a supportive, caring and affordable community that values families, inspirational fellowship, spiritual growth, volunteerism, safety, and its environment.

Bay View is a very special place that serves to exemplify the merits of relaxation, revitalization, reconnection and restoration.

¹Such as love, faith, grace, hope, respect, hospitality, and service to others.

CHAUTAUQUA PROGRAMMING

WORSHIP & RELIGIOUS LIFE

The Bay View Worship and Religious Life program attracts worship leaders and speakers with spiritual, intellectual and thought-provoking perspectives. There are many opportunities to worship on the Bay View campus. Sunday morning worship services are held in the historic John M. Hall Auditorium. During the assembly season, the sunlight filters through Crouse Memorial Chapel's stained-glass windows greeting those participating in Sunday morning holy communion. A variety of Sunday School classes for all ages is provided and child care is available as well.

Bay View extends an open invitation to our many and varied worship events, whether you are a casual visitor or a year-round resident. All worship activities are free and open to the public.



EDUCATION

Bay View's Education program provides a broad range of classes and lectures for members and guests of all ages. Teachers from across the country offer an array of classes in seven curricular areas: visual arts, health and fitness, culinary arts, gardening, bridge, discussion groups, and kids' classes.

Many interesting guest lecturers present throughout the summer on a variety of current events and religious topics. Noted speakers visit each week for these free lectures.



PERFORMING ARTS

Bay View's eight-week Music Festival is home to a summer music conservatory that draws world-renowned faculty from across the country. Students in music, theatre, and production apply for the opportunity to live and learn on-site in Bay View. Performances include the Sunday evening Vespers concert series that blends a mix of classical and contemporary music.

Classical music enthusiasts can hear twice-weekly performances that showcase chamber music ensembles and solo performers. Students and faculty also perform free outreach concerts throughout the area. Full-scale productions of operas and musicals are staged annually. The Bay View Music Festival also offers popular acts like Ben Folds, Second City, and The Indigo Girls, which perform in the 1,300 seat John M. Hall Auditorium.



RECREATION

The recreation program includes everything from hiking and swimming, to sailing and tennis. Adult tennis and pickleball run through the 8-week season. From mid-June to mid-August children can participate in supervised, age-appropriate morning activities at the Boys and Girls Club.



MEMBERSHIP

Bay View Association offers two types of Membership: (1) Associate and (2) Leaseholding for those named on a cottage lease.

Leaseholding members have voting rights, and receive member rates on participation in Bay View facilities and activities.

Associate members are entitled to membership rates for all Bay View activities. An associate member is not entitled to any leasehold interest in the Association, and does not have the right to vote at any membership meeting of the Association.

The Association's By-Laws establish the requirements for membership and the review and decision-making process. The Association does not take race, color, sex, disability, familial status, national origin, religion, religious beliefs or lack thereof, or sexual orientation into consideration when making membership decisions.

REAL ESTATE: Bay View has two on-site real estate agents with offices located in the Bay View Post Office, Graham Real Estate and McCune-Erhart Real Estate.

LODGING/DINING: Bay View has two historic inns within walking distance to the main campus and event venues.



ABOUT THE AREA

The Bay View Association is located in the tip of Michigan's "Mitten," along the shores of Lake Michigan's Little Traverse Bay. Known as the Land of the Million Dollar Sunsets, the Petoskey-Harbor Springs region offers scenic views, cool summer lake breezes, and fresh abundant snow. These features lead to a multitude of recreational opportunities for boaters, beach lovers, kayakers, hikers, bikers, skiers, and any other outdoor enthusiasts.

The region boasts strong local schools, beautiful parks, an award-winning medical health center, world-class cultural events, a vibrant business community, and a strong network of nonprofit organizations and human service agencies.

For more information about the Petoskey-Harbor Springs area:

- **Petoskey Regional Chamber of Commerce** (petoskeychamber.com)
- **Harbor Springs Area Chamber of Commerce** (harborspringschamber.com)
- **Petoskey Area Visitors Bureau** (petoskeyarea.com)





BAY VIEW ASSOCIATION

Supporting the Northwest Michigan Area for 148 Years



- Established in 1875
- Worship, Education, Performing Arts, Recreation programming
- National Historic Landmark
- 1,000+ members from across the nation
- 445 Victorian-era cottages; 2 Inns; 337 acres of land
- 2 auditoriums, chapel, post office, tennis courts, kids' club, music conservatory, dormitory, museum, library
- Events/programs/concerts open to the public



ECONOMIC IMPACT

- **\$35.9 MILLION POSITIVE IMPACT** on Emmet Co. Petoskey Area, 300 year-round equivalent jobs (2022 study, MSU Extension Ctr. for Economic Analysis in association with Beckett & Raeder)
- Largest single taxpayer in Emmet County and Bear Creek Township
- 100+ seasonal staff and 15 year-round staff
- Tens of thousands of visitors annually



COMMUNITY IMPACT

- Raise \$18,000 annually for Manna Food Project
- Host of Little Traverse Bay Crop Walk - raised \$25,000+ in 2022, 10th largest in Michigan
- \$70,000 in scholarships for performing arts students
- Local organizations served by Bay View members: Crooked Tree Arts Center, Great Lakes Chamber Orchestra, Habitat for Humanity, Manna Food Project, North Central Michigan College and area schools, Petoskey-Harbor Springs Area Community Foundation, Petoskey District Library, Rotary Club and Womens Resource Center



CULTURAL IMPACT

- 30+ music concerts hosted annually
- Majestic 1,374-seat auditorium built in 1914
- 30-member faculty at longest continuously-run collegiate Chamber Music Festival in the nation
- Weekly ecumenical worship services/Bible studies
- 60+ educational classes
- Book discussions and renowned guest lecturers



REQUIRED QUALIFICATIONS

Minimum of five years of executive-level business management or law experience including:

MANAGEMENT SKILLS AND EXPERIENCE

- Management experience; ability to manage a group of diverse stakeholders including direct management of a team
- Possesses a coaching leadership-style; team-player who is willing to be involved in the work of the Association
- Demonstrated ability to work collaboratively, build & leverage partnerships, foster an environment of trust
- Willingness to address performance issues and work with people to improve
- Comfort with encouraging volunteers for status reports; finding out what the roadblocks are and removing them

LEADERSHIP SKILLS AND EXPERIENCE

- Demonstrated leadership ability
- Strong communication and interpersonal skills; ability to employ strong negotiation and influence skills to collaborate with and motivate Board and committee members
- As the “face” of Bay View, the Executive Director must be polished, diplomatic, and an ambassador who can deal with strong personalities and has well developed conflict resolution skills. Exceptional networking skills are necessary.

PROJECT MANAGEMENT SKILLS AND EXPERIENCE

- Proven ability to formulate and accomplish long-term plans
- Experience successfully achieving strategic plan objectives

- Possesses organizational skills, which make it possible to complete projects in a timely manner and keep numerous balls in the air at the same time

OTHER SKILLS AND EXPERIENCE

- Ability to understand financial reports; profit, non-profit and fund accounting
- Bachelor’s degree in business or public administration
- Experience working with or for a board of directors
- Demonstrated member-service orientation
- Experience working in a community driven environment

PREFERRED QUALIFICATIONS

- MBA or Master’s in Public Administration
- Advanced experience using social media for organizational communication and visibility
- Experience with fundraising
- Experience in a cultural programming environment
- Knowledge and understanding of public infrastructure

APPLICATION PROCESS

Bay View Association is being assisted by the search firm Hyatt-Fennell, Executive Search Plus. Please visit www.Hyatt-Fennell.com for an expanded profile of the position.

Submit applications, which include a letter of interest, a current résumé/cv and contact information for five professional references, via email to: BayViewAssociation@Hyatt-Fennell.com.

Applications will be reviewed as they are received. All applications and nominations are considered highly confidential.