



To: Board of Directors
From: Executive Director, Krista Rupp
Date: September 26, 2022

Subject: Annual Work Plan FY 22-23 Proposed Updates

Background: At the Visit Morgan Hill board meeting held August 22, 2022 the Board of Directors approved the Annual Work Plan FY 22-23 and directed the Executive Director to bring feedback and proposed edits at the September 26, 2022 board meeting.

Feedback & Proposed Edits

Executive Director offered one-on-one conversations with Board of Directors to further discuss Work Plan FY 22-23 and identify any proposed edits.

Feedback:

Feedback from board members was strategic and exploratory regarding the work plan initiatives, with minimal changes suggested.

Proposed Edits: (see supplement and highlighted sections)

1. Indicate that VMH will seek opportunities to support local Sports Facility Enhancement in the Business Development section (pg. 7).
2. Include delegation of Executive Director spending authority in the Budget section (pg 3):

Executive Director Spending Authority

Executive Director is authorized to make purchase decisions within the approved budget, with the following conditions:

- a) Executive Director to seek quotes on Agency Fees & Campaign Media and Content services. For contracts valued at \$30,000 or above, Director will implement an RFP process for agency selection and require Secretary approval on agreements.
- b) Executive Director is authorized to execute advertising/marketing buys <\$10,000 and within the approved Advertising & Paid Media budget. Director may seek board input and feedback as needed.