

VISIT MORGAN HILL

To: Board of Directors
From: Executive Director, Krista Rupp
Date: June 22nd, 2020
Subject: Delegation of Spending Authority

Proposed Action: Board of Directors to adopt a Delegation of Spending Authority Policy for the Executive Director.

Background: Until a formal strategic and/or marketing plan with assigned budget is approved, there is a desire to establish parameters allowing Visit Morgan Hill to engage in opportunities with deadlines that do not align with regular Board of Directors Meetings.

Below is a proposed Policy for Board of Directors consideration, modification, and approval.

DELEGATION OF SPENDING AUTHORITY POLICY

Beginning June 22, 2020 and until commencement of a Board of Director approved sales and marketing plan and associated budget, this Policy is to authorize the Executive Director to make fund use decisions on the following items, *with* conditions:

Marketing Communications & Advertising Services

Defined as items related to supporting, creating, or distributing Visit Morgan Hill content, messaging, information, images, or website links such as:

- Graphic design or communication/marketing services
- Digital or print creation and distribution of marketing materials
- Advertising, activations, memberships, or other targeted audience opportunities

Office Equipment

Defined as items needed to support the daily administrative and/or operational functioning of Visit Morgan Hill via electronic devices, software, hardware, subscriptions, office supplies, mailing/postage, etc.

Conditions

- Item(s) do not exceed a total of \$3,500 per month
- Item deadline precedes the next Board of Directors regular meeting
- Item fits Visit Morgan Hill strategy or deemed necessary to function
- Item is vetted by Executive Director and presented to Executive Committee
- Item presents a value, exposure, or opportunity grow marketing audience
- Item does not commit a recurring expense exceeding 50% of the monthly allotment and more than 3 consecutive months