



Board of Directors Meeting

AGENDA

August 10, 2017

3:00 PM

Conference Call Phone: (650) 479-3207

Access Code: 195 909 146

1. **CALL TO ORDER**

2. **ROLL CALL**

- ___ President, Arabo Parseghian
- ___ Vice President, Ashley Garcia
- ___ Director of Communications/Secretary, Nicholas Gonzalez
- ___ Director of Finance/Treasurer, Alex Hernandez
- ___ Director of Programming, Tanya Spiegel
- ___ Director of Membership Services, Izzy Murguia
- ___ Immediate Past President, Alma Janabajab
- ___ Region One Co-Chairs, Jill McMahon & Dominique Samario
- ___ Region Two Co-Chairs, Matthew Cuevas, Ryan Kintz & Joana Smith
- ___ Region Three Co-Chairs, Kristen Nelson & Scott Trujillo
- ___ Region Four Co-Chairs, Amy Chang, Lynn Kelly-Lehner & Sean McGovern
- ___ Region Five Co-Chairs, Paolo Kespradit, Brittany Mello, Tamar Sadd, & Laena Shakarian
- ___ Region Six Co-Chairs, Joey Garcia, Michael Johnston, Ani Keshishian, Richard Luna & Dia Turner
- ___ Region Seven Co-Chairs, Ryan Hallett, Amber Haston, Lori Karaguezian, & Maggie Le
- ___ Region Eight Co-Chairs, Imelda Huerta, Mayela Manasjan, Monica I. Martinez, Samuel Merrill, Ashlee Stratakis, & Bryce Wilson
- ___ League of California Cities Representative, Meghan McKelvey
- ___ ICMA Representatives, Dave Mora & Tony Winney
- ___ Institute for Local Government Representative, Melissa Kuehne
- ___ MMANC Representative, Erin Steffen
- ___ Executive Director, Kevin Kilkenny

3. **APPROVAL OF MINUTES**

- ❖ That the Board of Directors approve the minutes for the June 8, 2017 Board of Directors Meeting.

4. **PRESIDENT'S REPORT**

5. **VICE PRESIDENT'S REPORT**

6. **DIRECTOR OF COMMUNICATIONS/SECRETARY'S REPORT**

7. **DIRECTOR OF FINANCE/TREASURER'S REPORT**

8. **DIRECTOR OF PROGRAMMING'S REPORT**

9. DIRECTOR OF MEMBERSHIP SERVICES' REPORT

10. IMMEDIATE PAST PRESIDENT'S REPORT

11. REGION CHAIR REPORTS

A. CENTRAL COAST (REGION 1)

B. CHANNEL ISLANDS (REGION 2)

C. DESERT (REGION 3)

D. INLAND EMPIRE (REGION 4)

E. NORTH LOS ANGELES COUNTY (REGION 5)

F. SOUTH LOS ANGELES COUNTY (REGION 6)

G. ORANGE COUNTY (REGION 7)

H. SAN DIEGO COUNTY (REGION 8)

12. LEAGUE OF CALIFORNIA CITIES / ICMA / ILG / MMANC REPRESENTATIVE REPORT

13. EXECUTIVE DIRECTOR'S REPORT

14. UNFINISHED BUSINESS

15. NEW BUSINESS

16. ANNOUNCEMENTS / GOOD OF THE ORDER

17. ADJOURNMENT



Board of Directors Meeting

MINUTES

June 8, 2017

3:00 PM

1. **CALL TO ORDER**

- ❖ President Parseghian called the Board of Directors meeting to order at 3:06 PM.

2. **ROLL CALL**

- ✓ President, Arabo Parseghian
- ✓ Vice President, Ashley Garcia
- ✓ Director of Communications/Secretary, Nicholas Gonzalez
- ✓ Director of Finance/Treasurer, Alex Hernandez
- ✓ Director of Programming, Tanya Spiegel
- ✓ Director of Membership Services, Izzy Murguia
- ✓ Immediate Past President, Alma Janabajab
- ✓ Region One Co-Chair, Dominique Samario
- ✓ Region Two Co-Chair, Matthew Cuevas
- ✓ Region Three Co-Chair, Kristen Nelson
- ✓ Region Four Co-Chairs, Lynn Kelly-Lehner & Sean McGovern
- ✓ Region Five Co-Chairs, Paolo Kespradit & Laena Shakarian
- ✓ Region Seven Chairs, Lori Karaguezian
- ✓ ICMA Representatives, Dave Mora
- ✓ Institute for Local Government Representative, Melissa Kuehne
- ✓ Executive Director, Kevin Kilkenny

3. **PRESIDENT'S REPORT**

- ❖ President Parseghian informed the Board of Directors that he is continuing his efforts on organizing a joint event at the University of Southern California with the California Contract Cities City Managers Association.
- ❖ He also informed the Board of Directors that he is working on drafting position descriptions for the Executive Board and Regional Board positions that will be reviewed and discussed at the Mid-Year Meeting.

4. **VICE PRESIDENT'S REPORT**

- ❖ Vice President Garcia gave an update regarding the 2017 Annual Conference and informed the Board of Directors that she has received more than 30 high-quality speaker proposals.
- ❖ She also went over information regarding the upcoming Awards & Scholarships deadlines and the nomination process from the Elections & Bylaws Committee.
- ❖ Vice President Garcia will also be discussing a brief pre-work session with the Board of Directors regarding the upcoming Strategic Planning session for MMASC at the Mid-Year Meeting. More to come on this.

5. DIRECTOR OF COMMUNICATIONS/SECRETARY'S REPORT

- ❖ Director of Communications/Secretary Gonzalez informed the Board of Directors that he will give an in-depth training at the Mid-Year Meeting on how to utilize the new MMASC website. After the Mid-Year Meeting, Region Board Members will receive access to the admin portion of the website and will now be responsible for uploading their respective events onto the calendar.
- ❖ He reminded the Board of Directors that all updated materials for the organization are listed under *Board Member Resources* on Basecamp.
- ❖ He gave a brief update regarding the upcoming Summer Session, which will be held on July 20 at the Ontario Convention Center.
- ❖ He also informed the Board of Directors that the Executive Board approved the Communications Committee to purchase an annual graphic design subscription with *Canva*. This new program will help the Communications Committee with creating consistent marketing and promotional materials in the future.

6. DIRECTOR OF FINANCE/TREASURER'S REPORT

- ❖ Director of Finance/Treasurer Hernandez informed the Board of Directors that the current balance in the checking account is \$53,203 and the balance in the savings account is \$60,227.
- ❖ He also informed the Board of Directors that the 2016 taxes were filed and went over the final 2016 State of Activity.
- ❖ He reminded Regional Board members to utilize the reimbursement form in Basecamp for any reimbursements they will need for any upcoming events.

7. DIRECTOR OF PROGRAMMING'S REPORT

- ❖ Director of Programming Spiegel welcomed Laena Shakarian and Paolo Kespradit to the Region 5 Board.
- ❖ She reminded the Board of Directors that the Mid-Year Meeting will be held on Saturday, June 24 from 8:30 AM – 2:00 PM at the City of West Covina City Hall.
- ❖ She also went over the upcoming regional events and reminded the Region Boards to advertise their events well in advance.

8. DIRECTOR OF MEMBERSHIP SERVICES' REPORT

- ❖ Director of Membership Services Murguia went over the membership report for the month of May 2017.
- ❖ He informed the Board of Directors that the membership stands at 737 members and gave a breakdown of the membership.

9. IMMEDIATE PAST PRESIDENT'S REPORT

- ❖ Immediate Past President Janabajab went over the Mentorship Program and informed the Board of Directors that there are currently 8 mentees in the program. Three of the mentees are interested in coordinate the next Fun Event and will be working on that in the future.

10. REGION CHAIR REPORTS

A. CENTRAL COAST (REGION 1)

- ❖ Region 1 Co-Chair gave an update regarding an upcoming Emergency Operations Tour in Santa Barbara that they are currently working on for August.
- ❖ They are also working into Lean Green Belt training to put on for their regional members.

B. CHANNEL ISLANDS (REGION 2)

- ❖ Region 2 Co-Chair informed the Board of Directors that they are looking on putting together an event for Public Information Officers in the region and doing a co-event with Region 1.
- ❖ They are also looking to do a habitat restoration in Channel Island in September.
- ❖ The Region will be working on doing a lunch with the City Managers in the future.

C. DESERT (REGION 3)

- ❖ Region 3 Co-Chair reviewed a presentation that they do for a water district in the Coachella Valley about what MMASC is about and the services they offer to members.
- ❖ They also did a new member welcome luncheon recently.

D. INLAND EMPIRE (REGION 4)

- ❖ Region 4 Co-Chairs gave a post-event report on their May 18, 2017 event with Kosmont Companies. The event was held at the Riverside Library and had 8 members attend.
- ❖ They also gave an update regarding their upcoming event on June 10 for their Temecula Valley Winetasting and Networking Event at Wilson Creek Winery.
- ❖ The Region is also working on an event for August 17, 2017 with JB Whitney and Associates to discuss *The Science of Successful Organizational Leadership*. This event will be held at the City of Ontario.
- ❖ They are also planning an event tentatively scheduled for December 6, where the Alliance for Innovation will present “The Next Big Things.” This event will be held at the City of Temecula.

E. NORTH LOS ANGELES COUNTY (REGION 5)

- ❖ Region 5 Co-Chairs are working on creating new and exciting events for their region.

F. SOUTH LOS ANGELES COUNTY (REGION 6)

- ❖ No report.

G. ORANGE COUNTY (REGION 7)

- ❖ Region 7 Co-Chair gave a recap on the Tour of Potter’s Lane event that was held that week. They had over 30 people attend.
- ❖ They are also working on an upcoming event with OCCMA for a networking luncheon.

H. SAN DIEGO COUNTY (REGION 8)

- ❖ No report.

II. LEAGUE OF CALIFORNIA CITIES / ICMA / ILG / MMANC REPRESENTATIVE REPORT

- ❖ ICMA Representative Dave Mora gave an update on the upcoming ICMA Annual Conference which will be held in San Antonio, Texas. He also went over conference registration fees.

- ❖ ILG Representative Melissa Kuehne gave an update about the mission of Institute of Local Government. She also mentioned that they are updating their cap and trade resource center and more information will be out within the next few weeks. They are also working with Cal-ICMA on a resource center for elected officials and staff and are working on creating a tool kit for local government and youth.

12. EXECUTIVE DIRECTOR'S REPORT

- ❖ Executive Director Kilkenny informed the Board of Directors that he will be out of the office on June 12 & June 19.
- ❖ He also informed that the office will also be closed on July 3 and July 4.

13. UNFINISHED BUSINESS

- ❖ None.

14. NEW BUSINESS

- ❖ None.

15. ANNOUNCEMENTS / GOOD OF THE ORDER

- ❖ None.

16. ADJOURNMENT

- ❖ President Parseghian adjourned the meeting at 3:54 PM.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: August 10, 2017

To: Bard of Directors
From: Arabo Parseghian, MMASC President
Subject: PRESIDENT'S UPDATES

RECOMMENDATION

Receive and file the President's update.

BACKGROUND AND DISCUSSION

Mr. Parseghian is continuing his efforts with the California Contract Cities City Managers Association to organize a joint event to be held at USC. Mr. Parseghian participated in a conference call with the CCCMA president and USC representative to discuss the events logistics. The date of the event is set for November 16th. More information to follow. USC will handle the logistics of the event. MMASC will be a partner with CCCMA. On August 2nd, the Executive Board approve to donate 25% of the events registration profits to CCCMA.

Mr. Parseghian, representing MMASC, attended the City Managers Department Meeting at Costa Mesa. The meeting was a great opportunity for MMASC to have representation with todays leaders. Key topic of the discussion was a white paper that the City Managers Department is working on to recommend to the State on reforming the retirement system. Key recommendation that will effect Classis PERS memebers were:

- Extend the retirement age to 2% at 62 based on your average highest three years
- Revisit annual COLA increases
- Cap maximum benefits to 75%

This will have significant impact on today's younger public administrator. This should be a topic MMASC follows closely.

Cyber security was also a key topic at the City Managers' Department meeting. Mr. Parseghian, used the opportunity to promote MMASC's annual conference session on cyber security.

Finally, at the meeting Mr. Parseghian was approached by incoming Chair Jim Lewis to thank MMASC for inviting him and his fellow City Managers to events. He stated these personal invitations were somewhat unique from MMASC. This was a positive outcome to this year's partnership efforts with City Managers Associations.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: August 10, 2017

To: Board of Directors

From: Nicholas Gonzalez, Director of Communications/Secretary

Subject: DIRECTOR OF COMMUNICATIONS/SECRETARY UPDATES

RECOMMENDATION

Receive and file

BACKGROUND AND DISCUSSION

Summer Session: Thank you to all of your for your support of the Summer Session. We have received nothing but positive feedback from attendees for this event.

The Summer Session Survey was already sent out and we will wait until after the Election to pull the results and share with the Board of Directors.

We had a total number of 157 registrations for the event, which included our speakers and two onsite registrations. Out of the 157 registrations only 8 registered attendees did not show up for the event, which included 2 sponsors, 1 speaker (a co-presenter for the etiquette luncheon that was always a maybe) and 5 regular attendees.

Here is the final breakdown of revenue and expenditures for the event:

Registrations (Revenue)	\$	13,060.00
Food & Beverage and Venue Expense		(10,815.45)
Centerpieces Expense		(248.17)
ARC Expense		(74.98)
Total Revenue to MMASC	\$	<u>1,921.40</u>

Marketing Program: We are currently working on finalizing our Membership Brochure

and other marketing materials for the organization. Just a reminder, if you need anything created, please feel free to reach out to me.

What's Happening Wednesday Newsletter: I want to remind the Board of Directors to continue to send content for inclusion in the e-newsletter. I will also be working with Arabo to curate featured articles on our Corporate Partners in preparation for the Annual Conference.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: August 10, 2017

To: Executive Board of Directors

From: Alex Hernandez

Subject: TREASURER UPDATE

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Attached is a statement of activity for January through July 2017. Summer Session expenses will be paid in the next few weeks. After that, one lump sum payment of \$35,132 will be due to the hotel in September for the annual conference. The available balance in our checking account can cover these expenses.

As of today, the balance in our checking account is \$77,976. The savings account balance is \$60,230.

So far, sponsorships from annual corporate partners total \$26,975. The adopted budget has \$40,000 expected from sponsors this year with additional sponsorships already received in August.

MMASC
Statement of Activity
 January - July, 2017

End of Year 2016	\$ 92,894.00
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Revenue

Annual Conference Revenue	6,511.50
Membership Due	30,961.37
Regional Events Revenue	7,817.01
Sponsorship	26,975.00
Summer Session Revenue	12,691.77
Uncategorized Revenue	68.58
Winter Forum Revenue	8,780.51
Women's Leadership Summit Revenue	19,181.41

Total 2017 Revenue	\$ 112,987.15
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Expenditures

Annual Conference	78,615.91
Copies & Postage	185.54
Dues & Subscriptions	4,822.53
Executive Board Retreat	66.92
Office Expenses	339.92
Other General and Admin Expenses	15,958.32
Promotional	736.45
Regional Event	7,735.77
Summer Session	451.49
Taxes & Licenses	720.00
Travel	1,132.15
Travel Meals	68.94
Website	12,284.62
Winter Forum	4,503.27
Women's Leadership Summit	7,256.62

Total 2017 Expenditures	\$ 134,878.45
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Available Revenue	\$ 205,881.15
Total Expenditures	\$ (134,878.45)
Balance	\$ 71,002.70

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: August 10, 2017

To: Board of Directors

From: Tanya Spiegel, MMASC Director of Programming

Subject: PROGRAMMING UPDATES

RECOMMENDATION

Receive and File.

BACKGROUND AND DISCUSSION

Congratulations to the Summer Session Committee for their hard work on a successful event!

Regional Boards: I would like to welcome Michael Johnston (City of Long Beach) and Joey Garcia (City of Torrance) to the Region 6 team!

Regional Events / Programming Recap: All Regions have done an outstanding job with their events / programs held so far this year. There is energy within the Regions and it is very encouraging to see the opportunities that our members have to connect with MMASC.

Upcoming Region Events / Programs: Region 4 will be hosting “The Science of Successful Organizational Leadership” on Thursday, August 17 beginning at 9 AM at Ontario City Hall; Region 1 has the Santa Barbara County Emergency Operations Center Tour on Thursday, August 24 beginning at 2 PM; Region 3 will be hosting “Governing Outside the Lines: Empowering Cities to Think Differently” on Thursday, August 24 at Indian Wells City Hall beginning at 5:15 PM; Region 8 will be having their signature San Diego Padres game event at Petco Park on Saturday, September 23.

Friendly reminder:

- It is recommended to advertise your events 1-2 months in advance. If you have any questions or need assistance, please do not hesitate to contact me.
- Submit your after event reports (with attendance information) to me following the event. If you have any receipts for reimbursement, please include those in the report and I will submit to our Director of Finance (Alex Hernandez).
- Don't forget to take photos and post those in Basecamp in your respected Regional Campfires. We want to capture all of the amazing things occurring throughout the Regions.

Cal-ICMA Ethics Committee: One of the tasks that the Cal-ICMA Ethics Committee does is put together a session for the League of California Cities City Managers Department Meeting. I was part of the subcommittee that put together the session and selected the panelists for the session. Below is the session information.

The Great Ethical Divide: City Managers vs City Councils

The ethical divide between yourself and your Elected Officials can be a struggle and lead to serious challenges. This session will explore tough ethical scenarios, cover real-world situations and discuss some of the ethical land mines that City Managers have navigated with Elected Officials regarding Brown Act violations. Learn from our panelists as they share observations on ethical issues, offer advice on how to avoid ethical pitfalls and explore ways to protect your organization.

Moderator and Speaker:

Matthew Bronson, City Manager, City of Grover Beach

Speakers:

Michelle Bagneris, City Attorney & City Prosecutor, City of Pasadena

Chris Freeland, City Manager, City of West Covina

Michael Kasperzak, Retired City Councilmember, City of Mountain View

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: August 10, 2017

To: Board of Directors

From: Izzy Murguia, MMASC Director of Membership

Subject: MEMBERSHIP REPORT (AUGUST 2017)

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

This report reflects the status of membership as of July 27, 2017. At the time this report was submitted, MMASC Membership stands at 731. There were 33 new members for the months of June and July and 41 non-renewing members during this same time period. The following are the membership numbers for each region: Central Coast (62), Channel Islands (36), Desert (23), Inland Empire (106), North Los Angeles County (145), South Los Angeles County (125), Orange County (143), San Diego County (73) and Other (18).

The breakdown of the different types of members are as follows:

<u>Member Groups</u>	<u>Members</u>
Full Members	586
Honorary members	69
Student members	43
Business members	33
Total members	731

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: August 9, 2017

To: Board of Directors

From: Jill McMahon & Dominique Samario, MMASC Region 1 Co-Chairs

Subject: REGION 1 UPDATES

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Central Coast Region successfully partnered with Region 2 to put on a joint public information event on July 27th. Working together with our neighboring region is a great option for future events where these regions meet to maximize the audience as well as presenters. It was both informative and eye opening as the panelests had varying backgrounds and perspectives.

Region 1 is also looking forward to our next event, a tour of the Santa Barbara County Emergency Operations Center on August 24, 2017. It begins at 2pm and reviews local involvement in municipal, State and Federal emergencies.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: August 9, 2017

To: Executive Board

From: Matthew Cuevas, Region 2 Board Member

Subject: REPORT ON PUBLIC INFORMATION PROFESSIONALS PANEL & NETWORKING MIXER EVENT (JULY 27, 2017) – REGIONS 1 & 2 JOINT EVENT

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

The Central Coast Region (Region 1) and Channel Islands Region (Region 2) held a joint-regional panel and networking mixer event on Thursday, July 27, 2017. The location of the event was held at the Endless Summer Bar-Café in Santa Barbara. The event had 18 attendees and all were treated to beautiful ocean views, light appetizers and refreshments.

The panel of public information professionals consisted of:

- Sandy Smith (Adjunct Professor, former Mayor and Councilmember for City of Ventura)
- Andrew Powers (City Manager, City of Thousand Oaks)
- Summers Case (City of Santa Barbara, Parks and Recreation Department)
- Lael Wageneck (County of Santa Barbara, Public Works Department).

The panel of experts touched on numerous areas involving public communication messaging and stressed the importance of providing accurate information to the public. The panelists also discussed various methods to deliver relevant information in a timely

manner, including the role social media plays in communications today. They provided real-world examples from their various experiences (both positive and negative) and imparted that knowledge onto those in attendance. The panel was followed by a Q & A session with the audience and a networking mixer at the conclusion of the event. Overall the event went very well and both Regions 1 and 2 have expressed interest in hosting another joint event in the future.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: August 10, 2017

To: Board of Directors
From: Kristen Nelson, Region 3 Co-Chair
Subject: DESERT REGION UPDATES

RECOMMENDATION

Board **RECEIVES** and **FILES** the Desert Region update report.

BACKGROUND AND DISCUSSION

We have had a lot of very positive activity in the Desert of late!

Membership: The Desert has welcomed 11 new members in the last 4 months and 13 of us came together in July for Summer Session in Ontario! It was great to have a Desert presence at a signature event and the result was three more new members from Desert Hot Springs!

Events:

- **Pre-Summer Session Get Together.** We hosted an informal get together on Thursday, July 13th to check in with members and encourage attendance at Summer Session the following week. We had 7 members in attendance, including Lynn Lehner from Temecula!
- **August 2017 Regional Event.** We are bringing Jeremy Culuko from City of San Diego to Indian Wells on Thursday, August 24th to present to our region about their Operational Excellence Program and how to think outside the box. We began advertising in the WHW and have sent individualized invites. We currently have 7 confirmed and 2 tentative attendees. Wade McKinney has agreed to assist with advertising the session to local CMs.

- **2017 Year End Event.** Scott and I are currently looking to host another professional development event towards the end of the year. We are working to schedule a meeting with our contact at the CVWD to see about collaborating.
- **January 2018 Polo.** Scott has been working with the Indio Polo Grounds to gather information towards putting on a January Mixer. With our idea for March coming with a hefty price tag, this may be an event that will require sponsorship engagement. I will provide more information on that front as we vet out the details.
- **March 2018 Tennis.** I have been working with one of our members, Micaela Wilkey, to connect with the Indian Wells Tennis Gardens to schedule an event on site. They are happy to accommodate us *during* the BNP Paribas which is amazing! The information we have at this time is that it would be Monday or Tuesday of opening week and attendees would have the opportunity to watch placement matches, network, and take a guided tour. This is another event that may require sponsorship assistance due to cost and will likely have a registration fee. I will provide more information as we continue to work out the details.

Prospective Local Partnerships:

- **CVWD.** Scott and I organized a presentation to the DAUCC back in June. It was hosted at the CVWD offices in Palm Desert where we realized that Scott has a connection with Heather Engle, director of Communication & Conservation. We met with her shortly thereafter to talk about MMASC and she seemed interested in working with us moving forward. We are working to meet with her again to organize a professional development event towards the end of 2017.
- **CSUSB.** I have reached out to Jonathan Anderson, Public Administration Department Chair for CSUSB's local campus to discuss advertising MMASC in their bi-monthly newsletter and possibly presenting to their students in an effort to reach that demographic. More to come on that front but we are hoping they will be an excellent local partner.

Photos:



Pre-Summer Session Get Together - July 13, 2017

Left to Right: Angelica De La Cruz, Spencer Winkle, Kristen Nelson, Micaela Wilkey, Scott Trujillo, Peter Castro, Lynn Lehner



Summer Session – July 20, 2017

Left to Right: Arnold Herrera, Joe Tanner, Carla Maranan, Linda Kelly, Adekunle Ojo, Kristen Nelson, Scott Trujillo, Spencer Winkle, Gil Villalpando, Micaela Wilkey, Marcie Graham, Mirian Fulson, Peter Castro

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: August 10, 2017

To: Board of Directors
From: Sean McGovern, Region 4 Chair
Subject: **INLAND EMPIRE – REGION 4 UPDATE**

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Region 4 successfully hosted the Temecula Valley Wine Tasting event. Region 4 is proud to announce that attendance was slightly above target, the weather was favorable, and the networking session was productive. We are still sorting out the final details of the event in conjunction with MMASC headquarters to submit a final report. Final report will be submitted before the next Board of Director's call in September 2017.

Region 4's next event is scheduled for August 17, 2017. Juliana de Beers from JB Whitney and Associates will discuss The Science of Successful Organizational Leadership. The Science of Successful Organizational Leadership is a leadership course that combines current neuroscience with cultural anthropology to provide leaders with new techniques to be effective with all personnel. Understanding how the brain works enables you to tap into success with a higher percentage of employee engagement. Fifteen behaviors are taught as the "how to", bridging theory to application. Mastering the skills covered during this 3-hour MMASC Credentialed Government Leaders (CGL) qualified session will give you the edge to stand out as a clear leader in your organization.

Tentatively scheduled for December 6, 2017, the Alliance for Innovation will present “The Next Big Things.” What might our cities and counties look like in 2036? The Alliance for Innovation Board of Directors set out on a journey to discover the “Next Big Things” facing local governments. We challenged ourselves to look beyond the horizon and imagine what our cities and counties might look like one generation from now. In this session, we will take you back to think about what has changed over the last twenty years and challenge you to think ahead to be a future ready community. This will include an overview of the four forces and trends that should be on your radar. This event will be held at the City of Temecula.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: August 10, 2017

To: Board of Directors

From: Laena Shakarian, Region 5 Chair
Brittany Mello, Region 5 Chair
Tamar Sadd, Region 5 Chair
Paolo Kespradit, Region 5 Chair

Subject: REGION 5 UPDATES

RECOMMENDATION

To host the two following regional events for Region 5:

- CGL Course – Thursday, September 21, 2017, 2-5 p.m.
- Holiday Networking Mixer – Thursday, December 7, 2017, 6-8:30 p.m.

BACKGROUND AND DISCUSSION

The Region 5 Board scheduled a call on July 31st to discuss the upcoming regional events. After discussing among the group, the Region 5 Board agreed to tentatively host a CGL course on September 21st from 2-5 PM. This event was shared with Region 6 to see if they would like to host this as a joint event. Potential course topics discussed were as follows:

- Creating Smart Cities (CGL Elective Areas: Innovation in Local Government // Technology in Local Government)
- Developing Public-Private Partnerships (CGL Elective Areas: Economic Development / Managing Financial Resources)
- Adapting Organizational Behavior for the 21st Century (CGL Elective Area: Organizational Behavior)

The Region 5 Board will most likely refine the topic depending on the instructor we

ultimately identify.

In addition, the Region 5 Board discussed hosting a holiday event as the fourth regional event on December 7th from 6-8:30 p.m. Potential locations that were discussed for this regional event is as follows:

- Golden Road Brewery
- Angel City Brewery
- San Antonio Winery

Planning for both of these regional events is currently underway.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: August 10, 2017

To: Board of Directors

From: Region 7 Co-Chairs

Subject: REGION 7 MONTHLY UPDATE

RECOMMENDATION

Receive and File

BACKGROUND AND DISCUSSION

It has been a busy month for Region 7 with several board members attending the Summer Session and participating on the Summer Session Planning Committee. The Region appreciated the sessions with practical, key takeaways.

The Region 7 Board recently received approval from Dave Kiff, Newport Beach City Manager/President of OCCMA, to once again hold a joint MMASC/OCCMA signature event on Wednesday, October 4, 2017. Region 7 is actively working with OCCMA to confirm all event details and is preparing a flyer to start marketing the event.

Region 7 is also exploring additional networking and clean-up events for the remainder of 2017 and will keep everyone apprised.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: August 10, 2017

To: Board of Directors

From: Region 8 Co-Chairs

Subject: SAN DIEGO – REGION 8 UPDATE

RECOMMENDATION

Receive and File

BACKGROUND AND DISCUSSION

The last San Diego Region/Region 8 event held was a successful social and networking event on Thursday, May 11th from 5:00 p.m. to 7:00 p.m. at the Stone Company Store located in downtown San Diego. The event was free and light appetizers were provided. The goal of the event was to encourage networking in a relaxed environment. In addition, Region 8 promoted upcoming events. Approximately 18 individuals attended; 14 registered online. Individuals from various cities throughout San Diego County were able to connect and socialize. Represented cities were Encinitas, El Cajon, La Mesa, Vista, San Diego, Coronado, National City, Lemon Grove and the County of San Diego. The Board received positive feedback. Overall, the event was successful and similar socials will be held in the future.

Recently, Region 8 held conference calls on June 6th, July 5th and August 8th to discuss upcoming events. The signature San Diego Padre baseball game at Petco Park is scheduled for Saturday, September 23, 2017. The Padres will be playing the Colorado Rockies. This will be an evening game. Food and drinks will be provided for those who register for this fun-filled event. To date, Region 8 has secured three sponsors – EDCO, NV5 and West Coast Arborists, Inc. (WCA). There are currently 16 individuals signed up for the event. A discounted rate of \$50 for members and \$55 for non-members is

offered for those who pay and register by August 15th. Payment and registration made on August 16th through September 5th is \$55 for members and \$60 for non-members. Board members continue to look for sponsors as well.

We also discussed planning a social networking event in February 2018 and professional workshop (possibly City Manager panel) for April/May of 2018. Board members will be reaching out to the America Society for Public Administration (ASPA) for a possible partnership for these events.