



Board of Directors Meeting

AGENDA

October 12, 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 September 14, 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
September 14, 2017
3:00 PM

1. CALL TO ORDER

- ❖ Vice President Garcia called the Board of Directors Meeting to order at 3:05 PM

2. ROLL CALL

- ✓ Vice President, Ashley Garcia
- ✓ 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-Chair, Matthew Cuevas
- ✓ Region Three Co-Chair, Kristen Nelson
- ✓ Region Four Co-Chairs, Amy Chang & Lynn Kelly-Lehner
- ✓ Region Five Co-Chairs, Brittany Mello, Tamar Sadd, & Laena Shakarian
- ✓ Region Six Co-Chair, Joey Garcia
- ✓ ICMA Representatives, Dave Mora & Tony Winney
- ✓ Executive Director, Kevin Kilkenny

3. APPROVAL OF MINUTES

- ❖ That the Board of Directors approve the minutes for the August 10, 2017 Board of Directors Meeting. Moved by Director of Membership Services Murguia, seconded by Director of Programming Spiegel.

4. PRESIDENT'S REPORT

- ❖ Vice President Garcia gave President Parseghian's report on his behalf.
- ❖ President Parseghian is continuing his efforts with the California Contract Cities City Managers Association to organize a joint event to be held at USC.
- ❖ President Parseghian reminded Region Boards to submit their accomplishments and information to Director of Programming Spiegel for the Presidents State of the Organization at the Annual Conference.
- ❖ President Parseghian formed a Corporate Partnership Committee which will be comprised of Executive Board Members and two Region Board Representatives. The Committee will focus on securing corporate partners for the upcoming Annual Conference.
- ❖ Finally, President Parseghian along with the hotel selection committee, will be working on the 2019 Annual Conference Hotel Selection.

5. VICE PRESIDENT'S REPORT

- ❖ Vice President Garcia gave an update on the upcoming Annual Conference.

- ❖ Vice President Garcia reported that the Annual Conference committee is seeking Executives to participate in the Speed Coaching session as well as the Brunch with an Executive on Friday morning of the conference.

6. DIRECTOR OF COMMUNICATIONS/SECRETARY'S REPORT

- ❖ Vice President Garcia gave Mr. Gonzalez's report on his behalf.
- ❖ Director of Communications / Secretary Gonzalez gave an update that a Step and Repeat was ordered and will be used for the Annual Conference and future events.
- ❖ The Whova Conference App has updated their platform and Director of Communications / Secretary Gonzalez is excited to reveal some of these at the Annual Conference.
- ❖ Director of Communications / Secretary Gonzalez has been working with the Annual Conference Marketing & Communication Chair, Amber Haston on creating marketing materials for the Annual Conference.

7. DIRECTOR OF FINANCE/TREASURER'S REPORT

- ❖ Vice President Garcia gave Mr. Hernandez's report on his behalf.
- ❖ Director of Finance / Treasurer Hernandez reported that Summer Session expenses have been paid with a few invoices for other services outstanding. A lump sum payment of \$35,132 was sent to the host hotel for the Annual Conference.
- ❖ The current balance in the checking account is \$98,482 and the savings account has a balance of \$60,232.
- ❖ Sponsorships from Annual Corporate Partners total \$31,475. The adopted budget has \$40,000 expected from sponsors this year with additional sponsorships expected before the annual conference.

8. DIRECTOR OF PROGRAMMING'S REPORT

- ❖ Director of Programming Spiegel gave a recap of some past regional events and also presented the upcoming events and programs coming up.
- ❖ Director of Programming Spiegel gave a few friendly reminders to the Regional Board Members to advertise their events, submit event reports, and to take photos.

9. DIRECTOR OF MEMBERSHIP SERVICES' REPORT

- ❖ Director of Membership Services Murguia gave an update on the membership as of August 2017. He noted that the MMASC Membership stands at 768.
- ❖ Director of Membership Services Murguia intends to work with the Regions to obtain event attendee information and follow-up with attendees who are not currently members.
- ❖ Director of Membership Services Murguia looks forward to continuing MMASC University Partnership efforts.
- ❖ Director of Membership Services Murguia noted that Moderators are needed for the upcoming Annual Conference.

10. IMMEDIATE PAST PRESIDENT'S REPORT

- ❖ No report.

11. REGION CHAIR REPORTS

A. CENTRAL COAST (REGION 1)

- ❖ Region Co-Chair Samario gave an update that they will be rescheduling a tour of the Santa Barbara County Emergency Operations Center in the future.
- ❖ They are working on scheduling a Nordstrom Dress for Success event in November.

B. CHANNEL ISLANDS (REGION 2)

- ❖ Region Co-Chair Cuevas gave an update that they will be working with Director of Programming Spiegel in the planning of the City Manager's Breakfast in December.

C. DESERT (REGION 3)

- ❖ Vice President Garcia gave the update on behalf of the Region 3 Board.
- ❖ There is an energetic group of new members and continued interest in existing members.
- ❖ There are currently 11 Desert Region members registered to attend the Annual Conference. Members from the Desert Region will be presenting one of the CGL courses at the Annual Conference.
- ❖ The Region event on August 24 in the City of Indian Wells was a success. There were 11 people in attendance and they have received positive feedback.
- ❖ The Co-Chairs are also working on putting together a 2017 Year End Event and preparing for two upcoming events in early 2018, focusing on the Indio Polo Grounds and the Indian Wells Tennis Gardens.
- ❖ The Co-Chairs are working towards local partnerships with CSUSB, UCR and College of the Desert.

D. INLAND EMPIRE (REGION 4)

- ❖ Region Co-Chairs Chang and Kelly-Lehner gave a recap on the *The Science of Successful Organizational Leadership* workshop. There was a great attendance and this was a Credentialed Government Leaders (CGL) qualified session.
- ❖ Their final event for the year will tentatively be held on December 6, 2017, with a presentation from the Alliance for Innovation on the "Next Big Things". This event will be held at the City of Temecula.

E. NORTH LOS ANGELES COUNTY (REGION 5)

- ❖ Director of Programming Spiegel gave the Region 5 report on their behalf.
- ❖ The Region 5 Board continues planning/marketing efforts for their next event *Tools to Financial Savviness*. The event is scheduled for Thursday, September 21.

F. SOUTH LOS ANGELES COUNTY (REGION 6)

- ❖ Region Co-Chair Garcia stated the Region Board is in the process of planning future events, one specifically in the City of Long Beach. The Region Board will be working Director of Programming Spiegel.
- ❖ Region Co-Chair Garcia stated he is looking forward to assisting the Region 6 Board.

G. ORANGE COUNTY (REGION 7)

- ❖ Vice President Garcia gave the update on behalf of the Region 7 Board.

- ❖ All Region 7 Board Members are serving on various committees as part of the 2017 Annual Conference.
- ❖ The Region 7 Board is working on their next event, a networking luncheon with the Orange County City Manager Association (OCCMA) on Wednesday, October 4, 2017.
- ❖ They are also working on exploring additional networking and clean-up events for the remainder of 2017.

H. SAN DIEGO COUNTY (REGION 8)

- ❖ Director of Programming Spiegel gave the Region 8 report on their behalf.
- ❖ The next Region event is their signature San Diego Padre baseball game at Petco Park, which is scheduled on Saturday, September 23, 2017. The Region Board has secured three sponsors to help cover expenses for this event. The sponsors are EDCO, NV5 and West Coast Arborists, Inc.
- ❖ The Region Board is also planning a social networking event in 2018 and working towards co-hosting upcoming events with other organizations.

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

- ❖ ICMA Representative Dave Mora mentioned that he is looking to schedule a meeting with Marc Ott at the ICMA Annual Conference.
- ❖ ICMA Representative Tony Winney also mentioned the first time attendees meet and greet at the ICMA Annual Conference is scheduled for Sunday, October 22, 2017. He also mentioned that Cal-ICMA awarded four scholarship to attend the ICMA Annual Conference.

13. EXECUTIVE DIRECTOR'S REPORT

- ❖ Executive Director Kilkenny mentioned that this is the first time in working with MMASC that the full member roster has reached over 600 members. Kudos to the Board of Directors for all of the wonderful programming.

14. UNFINISHED BUSINESS

- ❖ None.

15. NEW BUSINESS

- ❖ None.

16. ANNOUNCEMENTS / GOOD OF THE ORDER

- ❖ None.

17. ADJOURNMENT

- ❖ Vice President Garcia adjourned the meeting at 3:50 PM.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: October 12, 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

Annual Conference Marketing: We are working on finalizing all of the marketing materials and promotions for the Annual Conference. If there is something that you need created for the event, please let me know as soon as possible.

2018 Board of Directors: As we wind down the year and our term on the 2017 Board of Directors, I want to remind everyone to begin uploading all of your documents and materials into Basecamp so the incoming Board of Directors can easily access all of the historical documents.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: October 12, 2017

To: 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 September 2017. We have paid \$35,132 to the hotel for the annual conference. The available balance in our checking account can more than cover the remaining expenses for the annual conference.

As of today, the balance in our checking account is \$96,034. The savings account balance is \$60,233.

Following the annual conference, I will formally request in November for the Board of Directors to consider a transfer of \$5,000 from our checking account to our savings account. This will fulfill our goal for 2017 to add to our reserves. Additionally, this will keep funds available for the ongoing administrative costs and Winter Forum for 2018.

MMASC
Statement of Activity
January - September, 2017

| | |
|-----------------------------------|-----------------------------|
| End of Year 2016 | <u>\$ 92,894.00</u> |
| Revenue | |
| Annual Conference Revenue | 63,198.81 |
| CGL Program Application | 75.00 |
| Membership Due | 41,296.35 |
| Regional Events Revenue | 10,496.39 |
| Sponsorship | 31,475.00 |
| Summer Session Revenue | 12,976.77 |
| Winter Forum Revenue | 8,780.51 |
| Women's Leadership Summit Revenue | 19,181.41 |
| Total 2017 Revenue | <u>\$ 187,480.24</u> |
| Expenditures | |
| Annual Conference | 115,026.32 |
| Copies & Postage | 288.16 |
| Dues & Subscriptions | 5,075.53 |
| Executive Board Retreat | 66.92 |
| Mid-Year Meeting | 140.93 |
| Other General and Admin Expenses | 20,820.76 |
| Promotional | 1,329.08 |
| Regional Event | 9,993.40 |
| Summer Session | 11,590.09 |
| Taxes & Licenses | 720.00 |
| Travel | 1,178.74 |
| Website | 12,284.62 |
| Winter Forum | 4,503.27 |
| Women's Leadership Summit | 7,376.30 |
| Total 2017 Expenditures | <u>\$ 190,394.12</u> |

| | |
|---------------------------|-------------------------------|
| Available Revenue | <u>\$ 280,374.24</u> |
| Total Expenditures | <u>\$ (190,394.12)</u> |
| Balance | <u>\$ 89,980.12</u> |

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: October 12, 2017

To: Board of Directors

From: Tanya Spiegel, MMASC Director of Programming

Subject: PROGRAMMING UPDATES

RECOMMENDATION

Receive and File.

BACKGROUND AND DISCUSSION

Regional Boards: As our year is coming to a close, I am working on the 2018 Board of Directors roster. Please email me by Wednesday, November 8th (to programming@mmasc.org) to confirm that you are interested in continuing on your respected Regional Board for next year. If you are not continuing, we kindly ask that you identify a replacement for yourself. Board requirements: An MMASC member in good standing for at least one year and interested in serving on the Board of Directors.

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.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: October 12, 2017

To: Board of Directors

From: Izzy Murguia, MMASC Director of Membership

Subject: MEMBERSHIP REPORT

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

This report reflects current membership numbers as well as the status of membership that occurred during the month of September 2017. At the time this report was submitted, MMASC Membership stands at 771. For the month of September, there were 36 new members and 28 non-renewing members during this same time period. The following are the membership numbers for each region: Central Coast (62), Channel Islands (41), Desert (27), Inland Empire (116), North Los Angeles County (147), South Los Angeles County (126), Orange County (152), San Diego County (82) and Other (18).

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

| <u>Member Groups</u> | <u>Members</u> |
|----------------------|----------------|
| Full Members | 607 |
| Honorary members | 91 |
| Student members | 42 |
| Business members | 31 |
| Total members | 771 |

In September 2017, MMASC President Arabo Parseghian contacted executives in the MMASC regions to offer Honorary Memberships. Approximately 20 new executives

accepted their MMASC Honorary Memberships to date. This outreach to executives is a long-term strategy to inform and expose executives to the benefits of MMASC with the hope that executives will encourage their staff to join MMASC.

I have been in contact with the University of La Verne to schedule an MMASC outreach visit. On October 18, the University Partnership Committee will address two (2) graduate student classes to discuss the benefits of MMASC. Paolo Kespradit from Region 5 will be participating in the outreach session.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: October 12, 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 the Central Coast city managers' group to host MMASC members at their quarterly luncheon. The event took place in Pismo Beach and there was space for eight Region 1 members to attend. Spaces filled and members were able to hold small group discussions on opportunities, challenges, and any other questions they had regarding city management. During the lunch portion, Region 1 also coordinated a speaker on Overcoming Adversity. The presentation was very well received and we received many thanks for coordinating.

Region 1 is also in discussions with Santa Barbara Nordstrom to hold another Dress for Success event in mid-November. We would like approval from both the MMASC board as well as our regional board for this event to be in conjunction with the special event Nordstrom is holding for card holders, Office Hours to Happy Hour.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: October 12, 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

Events:

- **2017 Year End Event.** Scott and I were trying to organize a joint event with the CVWD but they have informed us that they will not be available to do so for the remainder of the year. We continue to work with them (see below) and are still looking to host another professional development event which will likely occur sometime in November. We are currently reviewing prospective topics.
- **January 2018 Polo.** Scott has locked in January 28th for our Desert Region January Mixer at the Indio Polo Grounds. The event is a whole day in the VIP section (with parking) and includes a morning match, a champagne divot stomp, and an afternoon match. We will work towards finding a sponsor for the event that would be willing to provide all attendees with a drink ticket. Once their 2018 F&B menu is available we will be able to look it over to decide what to provide and can better estimate what we should charge for the event. Suggestions on possible sponsors would be much appreciated.
- **March 2018 Tennis.** The Indian Wells Tennis Gardens continue to work with us on organizing an event on the grounds **during** the BNP Paribas! Arrangements for Tuesday, March 6th during opening week are being negotiated. Attendees would have the opportunity to watch placement matches, network, and take a guided tour. The event will likely take place in one of the suites or in a private

room with a cash bar and heavy appetizers (depending on cost). This event will likely require sponsorship assistance due to cost and will have a registration fee which has yet to be determined. Space will be limited. This could be an opportunity for us to attempt to involve Coachella Valley CM's and CCMF.

Prospective Local Partnerships:

- **CVWD.** Scott and I will continue to pursue this opportunity with our contact Heather Engle.
- **CSUSB.** Jonathan Anderson, Public Administration Department Chair for CSUSB's local campus has included MMASC in their bi-monthly PA newsletter. We want to clarify with Nick to see if there is specific/ alternative language we want to provide as we believe they just included us after discussion but we want to be sure that the information being put out is what we have provided. The newsletters are available online at <https://jhbc.csusb.edu/public-administration/pa-newsletter-archive>
- **UCR.** Indian Wells' new Management Analyst is an MMASC Member and has connections with UCR. He has offered to connect Scott and I with committees and groups that may result in increased membership and awareness at the local campus.
- **College of the Desert.** I have been informed that the COD has weekly University Hour events, (2) hour time slots during the week where speakers of all varieties can come present to students. We are considering having MMASC be one of those presenters in the Fall.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: October 12, 2017

To: Board of Directors
From: Amy Chang, Region 4 Chair
Subject: INLAND EMPIRE – REGION 4 UPDATE

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Region 4 is working together on organizing one last event for the year.

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: October 12, 2017

To: Board of Directions
From: Joey Garcia, Region 6
Subject: **REGION 6 BOARD REPORT**

RECOMMENDATION

Receive and file Region 6 Report

BACKGROUND AND DISCUSSION

Dia Turner found possible dates for the collaborative Region 5 and Region 6 Holiday Mixer at Maddalena Restaurant (located at San Antonio Winery downtown). The open dates for November were 24th and 30th and December date was the 21st. It was decided to exclude Monday and Tuesday dates; the event will take place on November 30th to promote attendance. Paolo Kerspradit suggested that appetizers be provided and that the board members start collaborating on a menu, pricing, and program budget. Brittany Mellow recommended that costs for the event be split 50/50. Joey Garcia create a "Save the Date" flyer and upload the different formats to the Docs and Files folder in Region 6 Basecamp.

Region 6 is brainstorming new speakers, topics, and facility tours for 2018. Suggestions are welcomed.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: October 12, 2017

To: Board of Directors

From: Region 8 Co-Chairs

Subject: SAN DIEGO – REGION 8 UPDATE

RECOMMENDATION

Receive and File

BACKGROUND AND DISCUSSION

Region 8 held a conference call on October 3, 2017. Co-chairs discussed the successful San Diego Padres baseball game event, which was held on Saturday, September 23, 2017 at Petco Park in San Diego. Food was all you can eat from 4:40 p.m. to 6:40 p.m.; game time was 5:40 p.m. versus the Colorado Rockies. We were able to reserve a shared suite for this popular event at the Sun Diego Beach area. A total of 40 tickets were ordered, including sponsor tickets. A total of 30 tickets were purchased; 8 tickets were given to sponsors as part of their sponsorship package. Sponsorships came from West Coast Arborists, Inc. (WCA) (\$500), EDCO (\$1,000) and NV5 (\$500). The event had a great turnout and both MMASC members and non-members were able to network and mingle. In addition, MMASC and its sponsors were recognized on the jumbotron. The food and atmosphere were great. Drinks were free through the 7th inning. In addition, MMASC event attendees were invited to go out on the field after the game, during the fireworks show. Due to EDCO increasing their sponsorship amount this year, the event brought a net income of \$430. Next year, Region 8 will try to co-host this event with APA and ASPA to possibly reserve an entire area. This will facilitate networking and the ability to recognize/thank our sponsors. In addition, we will look into different food options (i.e. vegetarian) at next year's event.

Region 8 also discussed 2018 events. We will begin with a brewery and/or San Diego Gulls event in February. In addition, we are looking into having a workshop in April and are currently seeking a guest speaker. We would also like to have a City Manager panel in the summer (July timeframe). The last City Manager panel event we hosted was in 2016 and it was very successful. We will end the 2018 year with our signature San Diego Padres game event in the fall.

Lastly, Region 8 will assist with the Corporate Partnership Committee. Our point person is Ashlee Stratakis with the City of Encinitas.