



Board of Directors Meeting

AGENDA

November 9, 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, & 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. ***PRESIDENT'S REPORT***

4. ***VICE PRESIDENT'S REPORT***

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

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

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

8. ***DIRECTOR OF MEMBERSHIP SERVICES' REPORT***

9. ***IMMEDIATE PAST PRESIDENT'S REPORT***

10. 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)

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

12. EXECUTIVE DIRECTOR'S REPORT

13. UNFINISHED BUSINESS

14. NEW BUSINESS

15. ANNOUNCEMENTS / GOOD OF THE ORDER

16. ADJOURNMENT

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: 11/09/2017

To: Board of Directors
From: Ashley Garcia, Vice President
Subject: **VICE PRESIDENT'S UPDATE**

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Special thanks again to the 2017 Annual Conference Planning Committee. I truly appreciate all the hard work that went into making this year's conference a success! It was our most highly attended conference to date – which is an incredible feat. Please be sure to fill out the survey coming out this week to provide feedback to help guide our planning for next year.

I am very happy with the outcome of the Strategic Plan workshop facilitated by Ray Patchett held Friday morning of the conference. Lots of great input was provided that the incoming Executive Board will revisit at our upcoming retreat to adopt and implement a Strategic Plan for the organization. In 2018, the Strategic Plan will be featured on the MMASC website, communicated to the membership through What's Happening Wednesday, Signature Event themes and eventually be incorporated into the bylaws.

For those of you continuing on the Region Board in 2018, I am working with Kristen Nelson, incoming Director of Programming to solidify a date and location for the for the annual Region Board Orientation. We will also be seeking volunteers to assist with the planning committee for 2018 Signature Events: Winter Forum, Women's Leadership

Summit, Summer Session and Annual Conference. If you have not done so already, please save the date for Annual Conference 2018 – scheduled for October 17-19, 2018 at the Renaissance Indian Wells.

I am honored to begin my term as MMASC President starting December 1st and look forward to carrying the torch and continue serving this great organization with many of you.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: November 9, 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

Basecamp: I encourage all Board of Directors to go through their personal files and upload all MMASC related documents into Basecamp before the end of the year. This will ensure that we have record of any materials that we may need for next year's Board of Directors. If you have any questions about Basecamp, please let me know.

Marketing: I am working on putting together all documents and templates for incoming Director of Communications/Secretary Spiegel to take over. Should you need anything created during this transition, please let both of us know so we can assist you.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: November 9, 2017

To: Board of Directors
From: Alex Hernandez

Subject: TREASURER UPDATE

RECOMMENDATION

Consider recommendation to transfer \$5,000 from the checking account to the savings account.

BACKGROUND AND DISCUSSION

As of today, the balance in our checking account is \$97,217. The savings account balance is \$60,235.

Attached is a statement of activity for January through October 2017. Our remaining expenses for the year are for the Annual Conference, ARC contract costs, and end of year regional events. We have paid \$35,132 to Marriott for the annual conference. The most recent bill from Marriott had a remaining balance of \$54,465 and there are a few other conference expenses for about \$4,000 to various vendors.

The available balance in our checking account can more than cover the remaining expenses for the annual conference and the remaining expenses in 2017 for the association.

I recommend the Regional Board consider and approve 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 our first signature event in 2018 (Winter Forum).

MMASC
Statement of Activity
January - October, 2017

End of Year 2016		\$	92,894.00
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Revenue

Annual Conference Revenue			77,828.22
CGL Program Application			150.00
Membership Due			46,947.57
Regional Events Revenue			11,322.39
Sponsorship			35,475.00
Summer Session Revenue			12,976.77
Winter Forum Revenue			8,780.51
Women's Leadership Summit Revenue			19,181.41
Total 2017 Revenue		\$	212,661.87

Expenditures

Annual Conference			127,009.60
Copies & Postage			329.54
Dues & Subscriptions			5,203.53
Executive Board Retreat			66.92
Mid-Year Meeting			140.93
Other General and Admin Expenses			24,086.61
Promotional			2,003.35
Regional Event			10,303.92
Summer Session			11,590.09
Taxes & Licenses			720.00
Travel			2,987.21
Website			13,458.87
Winter Forum			4,503.27
Women's Leadership Summit			7,376.30
Total 2017 Expenditures		\$	209,780.14

Available Revenue		\$	305,555.87
Total Expenditures		\$	(209,780.14)
Balance		\$	95,775.73

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: November 9, 2017

To: Board of Directors

From: Tanya Spiegel, MMASC Director of Programming

Subject: PROGRAMMING UPDATES

RECOMMENDATION

Receive and File.

BACKGROUND AND DISCUSSION

Regional Board Recap: I have reached out individually to all current Regional Board members to confirm whether or not that they will be continuing on their respective Regional Boards next year. We do have a few individuals that will not be continuing on; however, we will have new individuals joining the team.

Regional Events / Programming Recap: Congratulations to all of our Region Boards on a successful year! A total of 617 people attended 28 Regional Events held since January 1. I look forward to each of the Region's continued success! A huge thank you for all you do!

Upcoming Region Events / Programs: Region 1 (Central Coast) will be hosting Dress for Success - Nordstrom Sips and Tips on Thursday, November 9 at the Nordstrom Santa Barbara; Regions 5 (North Los Angeles County) & 6 (South Los Angeles County) will be hosting a Los Angeles Regional Holiday Mixer on Thursday, November 30 at Maddalena Restaurant at San Antonio Winery; Region 2 (Channel Islands) will be having their City Managers' Luncheon on Thursday, December 7 at the Camarillo Library.

2018 ICMA Annual Conference Planning Committee: I will be attending the 2018 ICMA Annual Conference Planning Committee Meeting in Baltimore, MD November 17–19 on behalf of MMASC.

2018 Winter Forum: I have began the pre-planning for the Winter Forum. I am narrowing down on the location / City that it will be held as well as figuring out a date that would work best for the MMASC calendar.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: November 8, 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 October 2017. At the time this report was submitted, MMASC Membership stands at 776. For the month of October, there were 18 new members and 11 non-renewing members during this same time period. The following are the membership numbers for each region: Central Coast (62), Channel Islands (39), Desert (30), Inland Empire (120), North Los Angeles County (147), South Los Angeles County (126), Orange County (150), San Diego County (84) and Other (18).

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

<u>Member Groups</u>	<u>Members</u>
Full Members	604
Honorary members	94
Student members	44
Business members	34
Total members	776

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: November 9, 2017

To: Board of Directors

From: Alma Janabajab, MMASC Immediate Past President

Subject: IMMEDIATE PAST PRESIDENT UPDATES

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

A Pleasure. It's been an honor and a pleasure being involved with MMASC for the last 9 years on the region board for 4 and the last 5 on the Executive Board. I encourage all of you to continue volunteering in any capacity with MMASC and bring along new people to keep the succession going. You are the future leaders of MMASC and this is an ideal place to obtain the experience you might not have at your place of employment. The professional development, networking, and friends you'll make through MMASC are invaluable. Should you have questions or need anything, please don't hesitate to contact me. All the best in 2018 and in the future!

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: November 9, 2017

To: (Board of Directors)

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

Subject: NOVEMBER REGION 1 UPDATE

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Region 1 is looking forward to welcoming both members and nonmembers to their Dress for Success/Sips and Tips event at Nordstrom Santa Barbara on Thursday, November 9. This event will once again be free to all MMASC members as well as those interested in joining. Both co-chairs will be in attendance with information regarding the organization.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: November 9, 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 cohost the following regional event with Region 6:

- Holiday Networking Mixer – Thursday, November 30, 2017, 7-9 p.m. at Maddalena Restaurant, located within San Antonio Winery.

BACKGROUND AND DISCUSSION

The Region 5 Board is cohosting a holiday mixer event with Region 6 as our fourth regional event on Thursday, November 30th from 7-9 p.m. at Maddalena Restaurant, located within the San Antonio Winery. We have finalized the menu, updated the website, and created promotional flyers for social media outreach. This will be the last regional event for us this year and we are looking forward to a great event!

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: November 8, 2017

To: Board of Directions
From: Michael Johnston, Region 6
Subject: **REGION 6 BOARD REPORT**

RECOMMENDATION

Receive and file Region 6 Report

BACKGROUND AND DISCUSSION

Dia Turner has reserved November 30th for the collaborative Region 5 and Region 6 Holiday Mixer at Maddalena Restaurant (located at San Antonio Winery downtown). Joey Garcia created a "Save the Date" flyer and uploaded it to Docs and Files folder in Region 6 Basecamp. To-date we have 15 RSVPs excluding Region 5 & 6 Board members. We are continuing to spread the word about the event to our region membership as well as potential new members.

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

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: November 8, 2017

To: Board of Directors
From: Region 7 Co-Chairs
Subject: REGION 7 MONTHLY UPDATE

RECOMMENDATION

Receive and File

BACKGROUND AND DISCUSSION

RECOMMENDATION

Receive and File

BACKGROUND AND DISCUSSION

The final event Region 7 organized this year was the OCCMA/MMASC Networking Luncheon which took place on October 4, 2017. The event was a success with almost 90 participants. We would like to thank Ashley, Tanya and Nick from the Executive Board for attending the event. The feedback we received reflected that even with the elimination of the panel and the extension of the speed coaching rotations, the rounds still felt very quick.

Members from Region 7 participated in the outstanding 2017 MMASC Annual Conference. The MMASC Annual Conference provided an excellent opportunity for the Regional Co-Chairs to network and connect with members and potential members. The most promising discussions occurred with County of Orange Public Works employees about the possibility of hosting a Regional Event that would highlight on or more major OC Public Work project(s).

Unfortunately, we are sad to announce that Maggie Le, Fountain Valley will be stepping down from the Board. Fortunately, multiple Region 7 members have already expressed an interest in joining the Region 7 Board. The Region Board will pass along the names of these members to the Executive Board for consideration.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: November 9, 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 November 7, 2017. Co-chairs discussed a February San Diego Gulls event. The event is tentatively scheduled for February 3rd. In addition, an April lunch-and-learn is being discussed and we are currently working on obtaining a speaker for the event. Co-chairs are also coordinating participation in the Creek to Bay Clean-Up event, which is scheduled to take place on April 21st. This event is free for participants. We also planning to host a City Manager panel in mid-June or July. Possible participants for the panel will be from the Cities of Chula Vista, El Cajon, La Mesa, Vista and San Diego. We hope to have the panel locked in next month. Another event for 2018 will be our signature San Diego Padres game event and we are discussing co-hosting an event with Region 7; more details to come soon.

Region 8 will have three new board members by next month (forms pending) – Stephanie Boyce with the City of Lemon Grove, Dominique Albrecht with the City of Coronado and Sylvia Solis Daniels with the City of Vista. We plan to have our next board meeting in person to welcome our new board members on December 7th.

Lastly, Region 8 would like to thank MMASC for having such a wonderful annual conference. It was very productive, informative, professional, and enjoyable! We look

forward to next year's conference.