



## **Board of Directors Meeting**

AGENDA

March 16, 2017

3:00 PM

Conference Call Phone: (650) 479-3207

Access Code: 191 614 675

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### **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, Izzy Murguia
- \_\_\_ Immediate Past President, Alma Janabajab
- \_\_\_ Region One Chairs, Jill McMahon & Dominique Samario
- \_\_\_ Region Two Chairs, Ryan Kintz & Joana Smith
- \_\_\_ Region Three Chairs, Kristen Nelson & Scott Trujillo
- \_\_\_ Region Four Chairs, Amy Chang, Lynn Kelly-Lehner & Sean McGovern
- \_\_\_ Region Five Chairs, Chris Castruita, Matthew Levesque, Brittany Mello, & Tamar Sadd
- \_\_\_ Region Six Chairs, Kevin Kearney, Ani Keshishian, Richard Luna & Dia Turner
- \_\_\_ Region Seven Chairs, Amber Haston, James Haston, Lori Karaguezian, & Maggie Le
- \_\_\_ Region Eight Chairs, Imelda Huerta, Mayela Manasjan, Monica 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**

### **4. PRESIDENT'S REPORT**

### **5. VICE PRESIDENT'S REPORT**

### **6. SECRETARY'S REPORT**

### **7. TREASURER'S REPORT**

### **8. PROGRAM CHAIR'S REPORT**

### **9. MEMBERSHIP CHAIR'S 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**

# **Municipal Management Association of Southern California**

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## **BOARD COMMUNICATION**

**Date: March 16, 2017**

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

## **RECOMMENDATION**

Receive and file the President's February 2017 update.

## **BACKGROUND AND DISCUSSION**

On March 9<sup>th</sup> MMASC hosted this year's Winter Forum. Chaired by Tanya Spiegel, Director of Programing, the event was a great success. Many positive feedbacks have been received. In addition, at the Winter Forum we had the League of California Cities provide updates on legislative matters at the state level. This among other efforts will continue to ensure our Executive Goal of making MMASC an information resource for our members. Thank you again to everyone who volunteered for the forum.

At the Winter Forum, Mr. Parseghian connected with Pete Peterson, dean of Pepperdine School of Public Policy. He discussed MMASC new University Outreach efforts. Mr. Peterson showed great enthusiasm to partner with the Association. Mr. Parseghian, has a call schedule for next week to discuss the details. Mr. Murguia, Director of Membership, will be leading the University Outreach efforts.

On April 9<sup>th</sup>, President, Vice President, Membership Director and Past President will be attending USC's City/County Summit to represent MMASC.

Mr. Parseghian, would like to welcome the new board members who have joined the Full Board. As a reminder, Region Board members are asked to submit their headshots to the Communications Committee as soon as possible. In addition, the President

requested for all Regions to partner with a local City Managers Association in hosting an event for the Region. Board members should begin forming those partnerships and let the President know should they need assistance in finding a City Managers Association to partner with.

Finally, Region Board members are encouraging to partner with MMASC's corporate partners in hosting at least one event. The sponsors are experts in their field. Board members who are interested in a partner to use as a speaker, should contact the President for coordination.

## **Municipal Management Association of Southern California**

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### **BOARD COMMUNICATION**

**Date: 03/16/2017**

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

### **RECOMMENDATION**

Receive and file.

### **BACKGROUND AND DISCUSSION**

The 2017 Annual Conference will be held October 25-27, 2017 at the San Diego Marriott La Jolla. Izzy and I have been coordinating with the Annual Conference committee to start the planning process. We are coordinating with a site tour at the hotel on Saturday, April 1<sup>st</sup> at 10:30 a.m. We are working on a call for speakers to be up on the website in mid-March. Our goal is to have all the speakers and programming secured by June 2017 to allow maximum amount of time to market the conference to attendees.

The Executive Board has set the Annual Conference rates for budgeting purposes for our members. The early-bird member registration rate for all three days of the conference will be \$375. The registration rate matrix will be distributed shortly on the website. The hotel rate is \$189 per night, plus taxes and fees.

We are still going to pursue a strategic plan process for the organization to be launched at the Mid-Year meeting coming up this summer. The intent is to roll it out membership-wide at the Summer Session on July 20<sup>th</sup>.

## **Municipal Management Association of Southern California**

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### **BOARD COMMUNICATION**

**Date: March 16, 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**

**Website Redesign:** The Website Redesign Committee has been working diligently to clean up the current website and prepare the site for migration by Friday, March 17. Access to the current website has already been limited to those on the website redesign committee. If any website changes need to be made or information uploaded to the calendar, please send those requests to myself so we can keep track of all changes. For any questions regarding the website, please let me know.

**Summer Session:** Amber Haston and I will be co-chairing the Summer Session, which will be held on July 20 at the Ontario Convention Center. We have finalized our committee and the theme for the event will be *Unlock Your Potential*.

## **Municipal Management Association of Southern California**

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### **BOARD COMMUNICATION**

**Date: March 16, 2017**

**To:** Board of Directors

**From:** Alex Hernandez

**Subject: TREASURER UPDATE**

### **RECOMMENDATION**

Receive and file.

### **BACKGROUND AND DISCUSSION**

Attached is a summary of the revenue and expenses activity for 2016. A majority of the Annual Conference expenses were paid in January 2017 (over \$70,000) and are not fully reflected in this calendar year report.

As of today, our current balance in our checking account is \$32,941. The savings account balance is \$60,223.

I will start preparing details to our 2017 budget to show expenses related to the signature events and other administrative costs. At this time, I do not recommend any budget amendments to the revenue amounts or any new expenditures (ex. new signature event).

# Municipal Management Association of Southern California

## STATEMENT OF ACTIVITY

January - December 2016

	TOTAL
<b>REVENUE</b>	
Annual Conference Revenue	58,329.89
CGL Program Application	375.00
Gift In Kind Donations	48.82
Membership Due	51,199.18
Refunds-Allowances	-407.96
Regional Events Revenue	11,003.17
Sponsorship	44,000.00
Summer Session Revenue	13,874.88
Winter Forum Revenue	13,035.20
Women's Leadership Summit Revenue	15,317.97
<b>Total Revenue</b>	<b>\$206,776.15</b>
<b>GROSS PROFIT</b>	
	<b>\$206,776.15</b>
<b>EXPENDITURES</b>	
Advertising	24.00
Annual Conference	18,821.59
Bank Charges	2,537.32
CGL Program Expenditure	1,223.50
Copies & Postage	368.28
Dues & Subscriptions	6,865.94
Insurance	1,442.00
Legal & Professional Fees	2,223.75
Meals and Entertainment	178.50
Mid-Year Meeting	380.68
Office Expenses	192.93
Other General and Admin Expenses	26,294.53
Promotional	21.61
Regional Event	9,578.49
Scholarship	927.19
Sponsorship Expenditure	1,200.00
Summer Session	10,682.60
Supplies	284.48
Taxes & Licenses	80.00
Travel	6,808.82
Travel Meals	132.36
Winter Forum	11,048.16
Women's Leadership Summit	10,903.25
<b>Total Expenditures</b>	<b>\$112,219.98</b>
<b>NET OPERATING REVENUE</b>	<b>\$94,556.17</b>
<b>OTHER REVENUE</b>	
Interest Earned	13.45
<b>Total Other Revenue</b>	<b>\$13.45</b>
<b>NET OTHER REVENUE</b>	<b>\$13.45</b>



	TOTAL
NET REVENUE	<b>\$94,569.62</b>

# **Municipal Management Association of Southern California**

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## **BOARD COMMUNICATION**

**Date: March 16, 2017**

**To:** Board of Directors

**From:** Tanya Spiegel, MMASC Director of Programming

**Subject: PROGRAMMING UPDATES**

## **RECOMMENDATION**

Receive and File.

## **BACKGROUND AND DISCUSSION**

The Winter Forum was a success. Thank you to those who attended. The post-event survey was sent out this week.

Upcoming Region events: Region 3 will be having a Networking Social on Thursday, March 23 from 5 PM – 7 PM at Yard House (Rancho Mirage); Region 7's Dress for Success will be on Saturday, March 25 from 10 AM – 12 PM at Nordstrom (Mission Viejo); Region 2's Speaker Event will be on Wednesday, March 29 from 3:30 PM – 5:30 PM at Brendan's Irish Pub (Camarillo); Region 5's annual Trackside Luncheon with City Managers will be on Friday, April 27 from 11 AM – 2 PM at the Santa Anita Park.

Please be reminded to advertise your events 1-2 months in advance and to submit an after event report (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 Finance Director Hernandez. Don't forget to take photos! We would love to capture all of the amazing things occurring throughout the Regions this year!

# **Municipal Management Association of Southern California**

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## **BOARD COMMUNICATION**

**Date: March 15, 2017**

**To:** Board of Directors

**From:** Izzy Murguia, Director of Membership

**Subject: MEMBERSHIP REPORT: FEBRUARY 2017 - UPDATED**

### **RECOMMENDATION**

Receive and file.

### **BACKGROUND AND DISCUSSION**

At the time this report was submitted, MMASC's membership stands at 714. This is a decrease of 1 in membership since the last submitted report on February 7, 2017. There were 20 non-renewing members in February and there are 17 non-renewing members to date in March. There were 18 new members for the month of February including 12 new members since the February Membership Report was emailed on March 1. These 30 new members are from the following regions: Channel Islands (2), Inland Empire (4), Desert (1), North Los Angeles County (9), Orange County (10) South Los Angeles County (3) and Other (1).

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

Member Groups	Last Reported Month (January 2017)	Current Reported Month (February/Mid March 2017)
Full Members	580	578
Honorary members	62	65
Student members	47	43
Business members	27	28
Total members	716	714

See next page

The breakdown according to each region are as follows:

<u>Regions</u>	<u>Last Reported Month</u> <u>(January 2016)</u>	<u>Current Reported Month</u> <u>(February/Mid March 2017)</u>	<u>+/-</u>
Central Coast	65	64	-1
Channel Islands	42	39	-3
Desert	18	18	0
Inland Empire	107	104	- 3
North Los Angeles	135	137	+ 2
South Los Angeles	119	122	+3
Orange	139	143	+4
San Diego	79	75	-4
Other	12	12	0

# **Municipal Management Association of Southern California**

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## **BOARD COMMUNICATION**

**Date: March 16, 2017**

**To:** Board of Directors

**From:** Alma Janabajab, MMASC Immediate Past President

**Subject: IMMEDIATE PAST PRESIDENT UPDATES**

## **RECOMMENDATION**

Receive and file.

## **BACKGROUND AND DISCUSSION**

**Women's Leadership Summit.** Kristen Nelson, Amber Haston and I have been working on the planning of this event. We secured Almansor Court in Alhambra and Amber has designed the logo for the HEART theme. We are currently brainstorming ideas for speakers for each of the Harness, Embrace, Achieve, Rise, and Thrive sessions and recruiting executives for the Achieve session. Women Leading Government (WLG) is again onboard and Cheryl Hughes, their Central Coast Representative from Palmdale and Sarona Vivanco from Santa Clarita are serving as the WLG reps. Registration opened yesterday, March 15. Update on numbers will be given during the call.

**MMASC Mentorship Program.** Maggie Le and I are co-chairing the MMASC Mentorship Program once again. We co-chaired together in 2014, the second year of the program when we enhanced it. Maggie has already reached out to Nick to help us with revamping the marketing materials to switch to our new logo. We closed the application period as of February 1 and currently have 8 mentees. All mentees have been matched with a mentor and everyone has been notified. I'd like to revamp it a bit so make it more beneficial for the participants. Any feedback or suggestions you might have, please feel free to email me and Maggie at [mentorship@mmasc.org](mailto:mentorship@mmasc.org).

**County of Santa Barbara Social Services.** I have been working on trying to get my department to approve attendance at MMASC events. I finally met with my department director and deputy director last month and received approval for approximately 4 employees to receive 1 – 2 year membership with MMASC, approximately \$400-\$500 per year and about 5 days of administrative time covered by the department to attend the events. The expectation is that they attend all of the signature events, it will be included in their performance plan, additional time and costs to participate will be on their own and they will need to submit an article to our department's quarterly newsletter within the first 6 months to share how it has been beneficial and what they've learned. To participate in the program, employees will need to submit a one-page essay and our department director will make the selection. Although it won't require supervisor approval, the director would like the employee to communicate their desire to participate in this opportunity and indicate on their application if they have their supervisor support. If this is something you struggle with at your agency, let me know and I would be happy to share what I presented.

# **Municipal Management Association of Southern California**

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## **BOARD COMMUNICATION**

**Date: March 16, 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 is currently working to schedule a tour of the Office of Emergency Management (OEM) in San Luis Obispo with [a following](#) networking event. We don't yet have a date but it will likely be the end of April. Once the date has been set a flyer will be created for distribution.

## **Municipal Management Association of Southern California**

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### **BOARD COMMUNICATION**

**Date: March 16, 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 are still working to finalize Lunch and Learn events with Rancho Mirage, Palm Desert, and Palm Springs. We have a message out to Desert Hot Springs to see if they are in a position after their flooding damages problem to have us.

We have been advertising our first Regional Event (a networking social) in the WHW newsletter and amongst members, Lunch and Learn attendees, etc. It will take place on March 23 at Yard House in Rancho Mirage. At close of registration Monday, we only had 6 people who have RSVP'd. Wade McKinney, CM for Indian Wells and CCMF President, was kind enough to email the flyer to his City Manager colleagues in the desert asking them to show support and attend so we will see if that garners any RSVP's which we can then use as an attractant for others. He was also surprised to learn about certain local CMs lack of interest in assisting their staff with professional development activities and costs and has said he will try to determine the hesitancy in our region. We have an advocate!

We hope that the informal setting for the networking social will encourage potential members from our Lunch and Learn events and all our region cities to attend and interact with one another. We are hoping to also have a few student prospective



members in attendance. We will extend the RSVP deadline.

Kristen has been in contact with City Manager David Ready who is currently teaching at the local CSUSB Palm Desert Campus to host a larger speaking/ presentation engagement with his students in an effort to tap into the student member demographic. He has been unresponsive at this time.

Winter Forum was incredible. We received a lot of wonderful feedback and were able to bring applicable information back to our cities.

## **Municipal Management Association of Southern California**

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### **BOARD COMMUNICATION**

**Date: March 16, 2017**

**To:** Board of Directors

**From:** Lynn Kelly-Lehner, Region 4 Chair

**Subject: INLAND EMPIRE - REGION 4 UPDATE**

### **RECOMMENDATION**

Receive and file.

### **BACKGROUND AND DISCUSSION**

Region 4 is working together on organizing several regional events for the upcoming year.

On May 18, 2017, Joseph Dieguez, Senior Vice President with Kosmont Companies, Inc., will provide a presentation on recent legal and policy developments related to local economic development in California. Despite the dissolution of redevelopment agencies (RDA's) in 2012, municipal agencies retain a variety of tools to attract and retain local businesses, improve their economies, and remain relevant in an increasingly competitive environment. Mr. Dieguez will provide an overview of the updated economic development toolkit for communities in California. The event will be held at the Riverside Library and be free for members.

On June 10, 2017, Region 4 will host the popular Temecula Valley Winetasting and Networking event at Wilson Creek Winery. Network with your fellow MMASC members and enjoy an evening of great wine and food at the award-winning Wilson Creek Winery in Temecula. Price includes 5 wine tastings per person and an all you-can-eat deli buffet.

Tentatively scheduled for August 17, 2017, Juliana de Beers from JB Whitney and

Associates will discuss The Science of Successful Organizational Leadership. This leadership course combines current neuroscience with cultural anthropology to provide leaders with new techniques to be effective with all personnel. Understanding how the brain works enables participants to tap into the power of endorphins, dopamine, serotonin, and oxytocin--all four--for success with a higher percentage of employees. Fifteen behaviors are taught as the "how to" bridging the theory to application. Role-plays close the day to solidify all theory. This session will be held at the City of Ontario.

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**

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### **BOARD COMMUNICATION**

**Date: March 16, 2017**

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

### **RECOMMENDATION**

Receive and File

### **BACKGROUND AND DISCUSSION**

Members from Region 7 recently attended the Winter Forum in Brea. It was a very informative day that provided great tools, ideas to *Make an Impact* in our respective organizations and communities. We would like to thank Tanya and the planning committee for their hard work on this event! Region 7 hosted their first networking event of the year following the Winter Forum at Macallans Public House in Brea. Due to over 30 in attendance, the networking attendees took up the patio and a few tables inside.

The Region 7 Board is continuing its marketing efforts and collecting rsvp's for its upcoming Dress for Success event at Nordstrom in the Mission Viejo mall. March 25, from 10 a.m. to 12 p.m., please join Region 7 in a private room for a 30-minute presentation on current trends and examples of appropriate, professional/casual wear. Stay after the presentation for a chance to shop one-on-one with your own stylist. Attendees will receive a gift from Nordstrom with their \$250 purchases. In addition, card holders will receive triple points this day on all of their purchases. Lite bites and coffee will be provided. Please RSVP by March 20.

Region 7 is also continuing its planning efforts for its early summer event at the Potter's Lane Project in Midway City. This event is centered on innovative approaches to ending

chronic homelessness, a matter that is facing many cities in the region. We hope to finalize the event details by next month's region update.

Unfortunately, we are sad to announce that Kristin Stevens, Costa Mesa, has stepped down from the Board. However, in the midst of this transition, we are happy to welcome Lori Karaguezian, Orange County Sanitation District, as a new board member!

## **Municipal Management Association of Southern California**

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### **BOARD COMMUNICATION**

**Date: March 16, 2017**

**To:** Board of Directors

**From:** Region 8 Co-Chairs

**Subject: REGION 8 REPORT – MARCH 2017**

### **RECOMMENDATION**

Receive and File

### **BACKGROUND AND DISCUSSION**

The San Diego Region/Region 8 held a conference call on Tuesday, March 7, 2017. Items were briefly discussed. Due to time conflicts and schedules with board members, Region 8 held an additional conference call on Tuesday, March 14, 2017. Further details were discussed regarding our speed-coaching event, tentatively scheduled for April 19, 2017 in the evening in conjunction with the American Society for Public Administration (ASPA). Region 8 has been working with Mr. Andrew Potter, County of San Diego Clerk of the Board of Supervisors, to coordinate this joint sponsorship. In the past, ASPA has had about five speed coaches for this event. Region 8 has reached out to the Assistant City Manager of Del Mar, the City of Encinitas Fire Chief and the City of Encinitas Human Resources director for potential participation. The board will continue to reach out to other possible speed coaches and will send out details very soon.

In addition, Region 8 has been planning a networking event, which is tentatively scheduled for May 11, 2017 at Stone Brewery in the downtown San Diego area. Details for this event will be available soon as well.

Lastly, the San Diego Region is finalizing our signature annual Padres game event. The game is slated for August 19, 2017. The San Diego Padres are scheduled to play the

Washington Nationals. Board members will be reaching out to sponsors and providing more details in the near future.

Promotional materials for the noted events will be provided in the weeks to come.