



Board of Directors Meeting

AGENDA

March 20, 2019

9:00 AM

Conference Call Phone: (510) 338-9438

Access Code: 627 092 189

MISSION STATEMENT

MMASC's mission is to serve as a catalyst for public service excellence through the professional development of the leaders who serve our Southern California communities. We provide a forum for local government professionals to establish meaningful connections, exchange resources and stimulate innovation.

1. *CALL TO ORDER*

2. *ROLL CALL*

- ___ President, Nicholas Gonzalez
- ___ Vice President, Izzy Murguia
- ___ Director of Communications/Secretary, Kristen Nelson
- ___ Director of Finance/Treasurer, Ryan Hallett Hinton
- ___ Director of Programming, Monica I. Martinez
- ___ Director of Membership Services, Dominique Samario
- ___ Immediate Past President, Ashley Garcia
- ___ Region One Representatives: Norma Cervantes, Lara Christensen & Nicole Grisanti
- ___ Region Two Representative: Ryan Kintz
- ___ Region Three Representative: Adam McWey
- ___ Region Four Representatives: Charles Berglund, Nicole Cuadras, Justine Garcia, Matt Hickey, Imelda Huerta & Lilyan Villarreal
- ___ Region Five Representatives: Alfa Lopez, Scarlett Santos Leon, Laena Shakarian & Jackie Wong
- ___ Region Six Representatives: Joey Garcia, Arcia Hester, Ani Keshishian, Paolo Kespradit & Dia Turner
- ___ Region Seven Representatives: Hayley Gilbert, Kirsten Graham, Michael Johnston, Lori Karaguezian & Robert Sedita
- ___ Region Eight Representatives: Stephanie Boyce, Sylvia Solis Daniels, Ashlee Stratakis & Lois Yum
- ___ League of California Cities Representative, Meghan McKelvey
- ___ ICMA Representatives, Dave Mora & Tony Winney
- ___ Institute for Local Government Representative, Melissa Kuehne
- ___ MMANC Representative, Carla Hansen
- ___ Executive Director, Kevin Kilkenny

3. *APPROVAL OF MINUTES*

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
January 16, 2019

1. CALL TO ORDER

- ❖ President Gonzalez called the Board of Directors Meeting to order at 9:02 AM.

2. ROLL CALL

- ✓ President, Nicholas Gonzalez
- ✓ Vice President, Izzy Murguia
- ✓ Director of Communications/Secretary, Kristen Nelson
- ✓ Director of Finance/Treasurer, Ryan Hallett Hinton
- ✓ Director of Programming, Monica I. Martinez
- ✓ Director of Membership Services, Dominique Samario
- ✓ Immediate Past President, Ashley Garcia
- ✓ Region One Representative, Norma Cervantes
- ✓ Region Three Representative, Adam McWey
- ✓ Region Five Representative, Laena Shakarian
- ✓ Region Six Representative, Paolo Kespradit
- ✓ Region Seven Representative, Michael Johnston
- ✓ Region Eight Representatives, Ashlee Stratakis & Sylvia Solis Daniels
- ✓ MMANC Representative, Carla Hansen
- ✓ ICMA Representative, Dave Mora
- ✓ Executive Director, Kevin Kilkenny

Absent:

Region Two Representative
Region Four Representative
Institute for Local Government Representative, Melissa Kuehne
League of California Cities Representative, Meghan McKelvey

3. APPROVAL OF MINUTES

- ❖ President Gonzalez presented the minutes from the Board of Directors Meeting on Thursday, December 13. Motioned by Vice President Murguia, Seconded by Region Eight Co-Chair Sylvia Solis Daniels. The Board of Directors unanimously approved the minutes as amended.

4. PRESIDENT'S REPORT

- ❖ President Gonzalez discussed his expectation that the Board of Directors make every effort to attend each Signature Event and their affiliated networking receptions.
- ❖ President Gonzalez reminded everyone to continue to submit their Board Reports for the monthly call and to let him know of any MMASC Swag that we could add to the inventory.

- ❖ President Gonzalez included a status update on Corporate Partnerships in his report and asked that the Board let him know of other potential Partners.
- ❖ President Gonzalez will be representing MMASC at the League of California Cities City Manager Conference in San Diego (February) and informed that Board that Vice President Murguia would be representing MMASC at the ICMA West Coast Regional Conference in March so that he can attend Winter Forum.

5. VICE PRESIDENT'S REPORT

- ❖ Vice President Murguia discussed the current efforts being made for Annual Conference. He and Co-Chair Lori Karaguezian are looking for more people to serve on the Communications & Marketing committee and informed the Board that the Special Events Committee will fall under the Facilities & Logistics Committee this year rather than being on its own.

6. DIRECTOR OF COMMUNICATIONS/SECRETARY'S REPORT

- ❖ Director of Communications/Secretary Nelson gave everyone an update on the new full board call schedule.
- ❖ Director of Communications/Secretary Nelson reminded everyone that WHW content should be sent to her the Friday before inclusion in the newsletter. She reminded everyone to post their save the dates and event flyers to the website calendar so she can embed the registration links in the newsletter.
- ❖ Director of Communications/Secretary Nelson also reminded everyone that WebEx is available for their use should they want to schedule Regional Board.
- ❖ Director of Communications/Secretary Nelson informed the Board that the Executive Board began advertising for a Social Media Coordinator to assist with the development of a more robust social media presence in 2019. This volunteer position will serve in an Ex-Officio capacity, report to Director of Communications/Secretary Nelson, and will ensure that MMASC has a single voice across all social media platforms.
- ❖ Director of Communications/Secretary Nelson provided an update on Winter Forum, stating that early bird registration opened today, that the full program was available on the website, and that Region 5 had volunteered to co-host the networking reception. She informed the Board that the only expense was food and beverage which would include a vegetarian option.
- ❖ Director of Communications/Secretary Nelson asked the Board to approve the allocation of \$1 from each Winter Forum registration to OneTreePlanted to assist with California Wildfire Reforestation. \$1 goes towards planting 1 tree in these areas. This would result in a maximum contribution of \$150. Director of Communications/Secretary Nelson abstained from the vote, Regions 2 and 4 were not present, and all other participants unanimously approved the donation. Region 6 Representative Kespradit stated they are working with the City of Malibu to organize a volunteer activity for a similar purpose.

7. DIRECTOR OF FINANCE/TREASURER'S REPORT

- ❖ Director of Finance/Treasurer Hallet Hinton stated that 2018 ended with \$59,824.30 in checking and \$65,258.30 in savings.
- ❖ Director of Finance/Treasurer Hallet Hinton informed the Board that the Bylaws required the new budget (attached to his report for reference) to be approved no later than January 31, 2019.

- ❖ Director of Finance/Treasurer Hallet Hinton reviewed some of the changes, specifically the \$2300 in Scholarships which breaks down to (1) \$1,500 ICMA Scholarship and (2) \$400 Scholarships to attend our Annual Conference.
- ❖ Director of Finance/Treasurer Hallet Hinton stated that the proposed budget requests a \$5,000 transfer from checking to savings. Per Vice President Murguia, a \$5,000 transfer had also been approved with the 2018 budget but had never been completed. Discussion ensued regarding an immediate \$5,000 transfer in compliance with the 2018 budget and the approval of an additional \$5,000 transfer to be completed at the end of 2019. Regions 2 and 4 did not have representation on the call, but the budget was approved unanimously by all other parties. The approved budget will be posted to the website.
- ❖ Director of Finance/Treasurer Hallet Hinton stated that he and Director of Membership Samario are still working to secure a venue for Women's Leadership Summit.

8. DIRECTOR OF PROGRAMMING'S REPORT

- ❖ Director of Programming Martinez announced Board resignations and welcomed our new board members. She encouraged everyone to attend the upcoming Board Orientation on February 9 at Ontario City Hall from 10:00 a.m. to 3:00 p.m. An agenda is forthcoming.
- ❖ Director of Programming Martinez stated that some Regions had yet to designate a Chair and asked that they do so.
- ❖ Director of Programming Martinez gave an update on Summer Session, stating that she and Co-Chair Stephanie Boyce were looking for Committee Volunteers, working to finalize a date with the City of Fullerton, and secure Frank Benest for the CGL session. She informed the Board that the event would take place in August and that the City of Fullerton had agreed to waive use fees if we used their Library of Community Center.
- ❖ Director of Programming Martinez informed the Board that the Cal-ICMA Ethics Committee met on Monday and are looking for nominations for the Ethical Hero Award (open year-round). An ethics training event will be hosted at the League event in San Diego on February 14.

9. DIRECTOR OF MEMBERSHIP SERVICES' REPORT

- ❖ Director of Membership Services Samario stated that as of January 2, we have 803 active members. Only 8 full members, 1 student member and 3 business members didn't renew.
- ❖ Director of Membership Services Samario informed the Board that her big push for the year is to continue the work from 2018 and brainstorm ways to convert lapsed members back to active members; she will be contacting the Regional Boards to get their input on how to accomplish this.
- ❖ Director of Membership Services Samario informed the Board that, when ppl renew or join for the first time, she is sending them a welcome email to connect them to their regions; this helps guide their participation.

10. IMMEDIATE PAST PRESIDENT'S REPORT

- ❖ Immediate Past President Garcia stated that she is continuing to serve in an advisory capacity and to reach out if she can help with anything.

II. REGION CHAIR REPORTS

A. CENTRAL COAST (REGION 1)

- ❖ Region Representative Cervantes stated they are planning their second annual Women's Event for February 27. They are working to get the event on the website calendar and have sent the invitation to their neighbors in Region 2.

B. CHANNEL ISLANDS (REGION 2)

- ❖ None.

C. DESERT (REGION 3)

- ❖ Region Representative McWey stated he is working with Director of Programming Martinez and Director of Communications Nelson who sent him information about past events and ideas for the Region to help get him started. Director of Communications Nelson stated she may have someone who may be interested in joining again and coming back to the Board to assist with Regional events and membership efforts.

D. INLAND EMPIRE (REGION 4)

- ❖ None.

E. NORTH LOS ANGELES COUNTY (REGION 5)

- ❖ Region Representative Shakarian stated that Region 5 held their Holiday Mixer on December 12 with approximately 15 attendees. She stated that it ended up being trivia night which made the event a lot of fun. They are currently working on finalizing plans for co-hosting the Winter Forum Networking Reception.

F. SOUTH LOS ANGELES COUNTY (REGION 6)

- ❖ Region 6 Representative Kespradit stated that Region 6 has a few events in the pipeline, including a Culver City lunch and learn in partnership with the Culver City Management Group, a Gateway CM breakfast collaboration, and an emergency preparedness event with the Long Beach EOC and Port of Long Beach.

G. ORANGE COUNTY (REGION 7)

- ❖ Region Co-Chair Johnston stated that Region 7 held their first Board call yesterday to get planning underway for 2019 events. They want events that interest and engage their membership and are therefore working on launching a survey to get member input.
- ❖ Region Co-Chair Johnston said they are finalizing a date for their first event: a meet and greet with members and Board; still working to finalize a date; they are also planning their annual lunch and learn signature event with OCCMA for October.

H. SAN DIEGO COUNTY (REGION 8)

- ❖ Region Co-Chair Daniels informed the Board that Region 8 had their first call last Wednesday to discuss the first event of the year, an Exec Brunch with district CMs. They are reaching out to local CMs and focusing on cities where they have lower membership. The event will be March 28 or April 3 at the new Del Mar City Hall from 9-11:30 a.m.
- ❖ Region Co-Chair Daniels also stated that they are working on 3 additional events: a brewery bus tour on April 18; their annual Padres game on August 10; and an October lunch and learn.

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

- ❖ ICMA Representative Dave Mora suggested NC and SC work together to sit down with Marc Ott while in Reno for the West Coast Regional Conference. President Gonzalez said he will work with Vice President Murguia and MMANC President Hansen to schedule that meeting.
- ❖ MMANC President Hansen stated that their new Board has 33 members this year and that they will be kicking off 2019 next Friday with a retreat. She informed the Board that MMANC just approved a 5-year strategic plan focused on 3 areas: events & programming, professional development & governance of the org. One of their goals for the professional development component is to establish the CGL program as the premier professional development program for growing government leaders in California. They are also working to expand membership into regions with less access. Their Winter Forum is scheduled in Stockton for February 21 and will focus on project management and maximizing potential. Their Women's Leadership Summit will likely be in March or April, and they are still developing ideas for their Summer Symposium.

13. EXECUTIVE DIRECTOR'S REPORT

- ❖ Executive Director Kilkenny asked that the new Board members let him know if they have any trouble posting items to the website, calendar, etc.

14. UNFINISHED BUSINESS

- ❖ None.

15. NEW BUSINESS

- ❖ None.

16. ANNOUNCEMENTS / GOOD OF THE ORDER

- ❖ None.

17. ADJOURNMENT

- ❖ President Gonzalez adjourned the Board of Directors Meeting at 9:56 AM.

VOTE TALLY

Budget Approval	
Representative/ Region	Vote
President	Yes
Vice President	Yes
Communications	Yes
Treasurer	Yes
Programming	Yes
Membership	Yes
IPP	Yes
Region 1	Yes
Region 2	Absent
Region 3	Yes
Region 4	Absent
Region 5	Yes
Region 6	Yes
Region 7	Yes
Region 8	Yes

OneTreePlanted Donation	
Representative/ Region	Vote
President	Yes
Vice President	Yes
Communications	Abstain
Treasurer	Yes
Programming	Yes
Membership	Yes
IPP	Yes
Region 1	Yes
Region 2	Absent
Region 3	Yes
Region 4	Absent
Region 5	Yes
Region 6	Yes
Region 7	Yes
Region 8	Yes

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: March 20, 2019

To: Board of Directors
From: Nicholas Gonzalez, President
Subject: PRESIDENT REPORT

RECOMMENDATION

Receive and file

BACKGROUND AND DISCUSSION

ARC Contract Amendment: Our current contract with Association Resource Center (ARC) is set to expire on March 31, 2019. The current contracted amount for services is \$26,500 which has not been adjusted since April 1, 2016.

In our conversations with ARC, they have mentioned that our services for the Executive Director have increased over the years. Their calculations warrant raising the fee from \$26,500 annually to \$31,500. However, they are willing to increase the fee to \$29,500 if MMASC agrees to sign a 3-year agreement rather than a year by year agreement. Director of Finance/Treasurer Hallett-Hinton will present this item as a budget amendment for approval by the Board of Directors.

Institute for Local Government: On Friday, March 15, 2019 I attended the Institute for Local Government's (ILG) quarterly Board Meeting in Sacramento. During this meeting, ILG Staff presented updates on all of the good work they are doing on behalf of local governments throughout California. If you are not already familiar with ILG, they are the research and education affiliate of the League of California Cities, the California State Association of Counties and the California Special Districts Association. They also provide numerous free resources for local government agencies. To learn more

about ILG, visit www.ca-ilg.org.

Affiliate Agreements: I am currently in the process of reviewing MMASC's Affiliate Agreements that we have with external organizations. In future meetings you may see some agreements come to the Board of Directors for approval or as an informational item. Please note the current Affiliate Agreements that we have are with the following organizations:

- Alliance for Innovation
- The Centre for Organization Effectiveness
- International City/County Management Association
- League of California Cities

California Association of County Executives: On April 24 I will be traveling to Sacramento to present with MMANC to the California Association of County Executives. This request came from our meetings at the League of California Cities CM Department Meeting to spread more information to County Executives on the good work that MMASC and MMANC do around professional development. At our next Full Board Meeting I will present a recap on this meeting.

2020 Annual Conference Site Selection: Vice President Murguia and Director of Communications/Secretary Nelson and I have been working with Helms Briscoe (our Conference Site Selection Consultant) on identifying locations for the 2020 Annual Conference to be held in the San Diego Region. We have received several proposals that we are currently reviewing. From these proposals we will then conduct site visits and then present a recommendation to the Board of Directors at a later date.

Corporate Partners: Here is a current list of Corporate Partners that have mentioned their commitment for 2019:

Diamond

- None

Platinum

- Keenan
- California JPIA

Gold

- Stifel
- Tripepi Smith

Silver

- None

Bronze

- Best Best & Krieger
- CPS HR Consulting
- Davenport Institute for Public Engagement & Civic Leadership
- HdL Companies
- Liebert Cassidy Whitmore
- Management Partners
- NBS
- Peckham & McKenney
- Southern California Edison
- University of La Verne
- Willdan

Thank You: I just wanted to say a huge thank you to the entire Board of Directors for your dedication and leadership to MMASC. Without your support and commitment to the organization we would not be able to handle the operations. Huge thanks to all of you and continue the great work as we check the first signature event off.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: March 20, 2019

To: Board of Directors
From: Izzy Murguia, Vice President
Subject: VICE PRESIDENT’S REPORT

RECOMMENDATION

Receive and File.

BACKGROUND AND DISCUSSION

Annual Conference Planning Updates: The Annual Conference planning is underway. All committees have been assigned committee members, with 18, committee members in total. Over the past several weeks, myself and Co-Chair Lori Karaguezian have been working with the Programming Committee to develop session tracks and the conference theme. This year’s theme is: Inspiring Today | Leading Tomorrow. The session tracks this year are: 1) Cultivating Public Service Excellence; 2) Following the Money; 3) Diversity and Inclusion; 4) Emerging Trends; and 4) Leadership 360. The session track descriptions can be found on the Annual Conference website, which is live with hotel and registration information. The intention of the session tracks is to provide guidelines to potential session proposers and aid in the development of the conference program. On March 1, 2019, the Call for Speakers was distributed via the listserv and will be included in future What’s Happening Wednesdays. The deadline for session proposals is Friday, May 31.

Now that the Call for Speakers is out, we will be focusing our attention to the milestones and deliverables for the remainder of the committees until the Call for Speakers deadline. We plan on having an Annual Conference Kick-off Call on Wednesday, March 27.

Travel: On March 20-22, I will be attending the ICMA West Coast Regional Conference in Reno, NV on behalf of MMASC President, Nick Gonzalez. MMASC and MMANC are scheduled to meet with ICMA Executive Director, Marc Ott on Friday, March 22. I will provide a debrief to the Board of Directors during the next scheduled meeting.

CGL Committee: I am the MMASC liaison to the CGL Committee. Every Monday the committee reviews and approves CGL course proposals and applications. Since our last meeting, the following course proposals were approved:

Course Description:	CGL Core Area:	Request:
Organizational Alchemy: Turning Good People into Great Teams	Organizational Behavior	MMANC

Project Management	Project Management	MMANC
The Effective Local Government Manager	Organizational Leadership	MMASC
How to be an Exceptional Presenter	Effective Communication: Written and Verbal	MMASC

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: March 20, 2019

To: MMASC Board of Directors

From: Kristen Nelson, Director of Communications/ Secretary

Subject: DIRECTOR OF COMMUNICATIONS REPORT

RECOMMENDATION

The MMASC Executive Board **RECEIVES** and **FILES** this Report.

BACKGROUND AND DISCUSSION

Updates regarding Position Goals

- Social Media Coordinator. I have been communicating with Tanya regularly to ensure that things are being posted to our social media accounts. I am working with her on the development of guidelines for what content goes on what platform.
- Website. I am continuing to review our website content and am working with Kevin to keep things up to date. Once the banner comes down for Winter Forum, I would like to replace it with a photo montage of our regional events which will link to the main Regional Board page. Additionally, I am evaluating the website's ADA compliance against Siteimprove's Accessibility Handbook to be sure we are up to date on that front.

Updates regarding Winter Forum

- Winter Forum is in a few weeks. The WHW leading up to the event will have speaker spotlight information like the one posted last week with Mayela.
- Registration closed on Wednesday, March 13 with 106 attendees. There are a few seats remaining so if you are able to attend tomorrow, please let me know ASAP so we can have Kevin process your registration.

- I need one more volunteer to assist with check in at the registration table next week. If you are interested, please contact me today so we can get you more information.
- If you're able to join us tomorrow after the event at BJ's Restaurant, please do so. We would love to network with you!

Other Discussion Points

- As a general reminder, should you have access to an MMASC resource such as Canva, WebEx, etc., please be very careful not to delete any existing materials or events as this creates problems for other users. I still have a few clarification questions for opening Survey Monkey to the Boards but hope to have that under wraps soon.
- The Alliance for Innovation has partnered with Arizona State University's School of Public Affairs to better understand the hiring of military veterans in local governments. This could be an opportunity to us to strengthen our affiliate relationship with the Alliance, create a partnership with ASU, and learn more about how to engage with veterans as discussed at Regional Board Orientation. The ASU contact for this is Dr. Justin M. Stritch (jstritch@asu.edu or 602-496-0451) but we should decide if we are interested in pursuing this opportunity. Izzy expressed an interest in coordinating this effort should we proceed.
- Earlier this year I had mentioned that Tripepi Smith hosts a three-hour communications workshop that could potentially qualify for CGL credit. I know we already have Frank on Board for a CGL course for Summer Session and Annual Conference 2019 and Winter Forum 2020, but if we could engage with them to provide this, perhaps as a cross-Regional effort, I think our membership would be appreciative. There is also the potential to have them modify the session to one hour for inclusion in an upcoming program if time restrictions prevent the full three-hour course. I for one would be delighted to volunteer to have them present in the Desert Region since we are trying to boost membership here.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: March 20, 2019

To: Board of Directors

From: Ryan Hallett Hinton, Director of Finance/Treasurer

Subject: DIRECTOR OF FINANCE/TREASURER REPORT

RECOMMENDATION

1. Receive and file
2. Approve 3-year Management Services Agreement with Association Resource Center and amend 2019 budget appropriately

BACKGROUND AND DISCUSSION

Financial Information: Attached is the 2019 Statement of Activity report through February 2019. As of March 12, 2019, the balance in MMASC's checking account was \$84,980.30 and \$70,261.64 in its savings account.

Women's Leadership Summit: Women Leading Government (WLG) reached out to MMASC to see if we would be interested in co-hosting. We are talking with WLG right now and should have more information to report at the next Board of Directors meeting.

Association Resource Center (ARC) Agreement: MMASC's agreement with Association Resource Center (ARC) expires on March 31, 2019. MMASC's Executive Director, Kevin Kilkenny, is employed with ARC and provides MMASC with day-to-day management services, including administrative support for the Executive and Regional Boards as well as support for signature and regional events, membership support, database management, financial and business support, and website support, including job announcements. Since 2016, MMASC has paid ARC \$26,500 annually for management services.

ARC has provided MMASC with two agreement options, which are listed below:

Option 1

- 1-year management services agreement for \$31,500

Option 2

- 3-year management services agreement for \$29,500 annually

It is important to note that ARC has not requested a fee increase since 2016 even though the hours logged by Kevin and his team have increased. For example, Kevin and his team logged 734.5 hours in 2016 and 887.25 hours in 2018, which is a 152.75 hour increase in two years. Therefore, a fee increase is inevitable.

The Executive Board has been very satisfied with Kevin's performance and would recommend entering into a new agreement with ARC. MMASC could financially afford either option, but believe Option 2 provides financial stability in pricing over a 3-year period as well as continuity of service with a firm that provides MMASC with excellent service.

Recommendation: It is recommended that the Board of Directors approve a 3-year management services agreement with ARC totaling \$29,500 annually and amend the 2019 budget appropriately.

Municipal Management Association of Southern California
Statement of Activity
 January - February, 2019

End of Year 2018	\$	59,824.30
		Total
Revenue		
Membership Due	\$	9,713.06
Refunds-Allowances	\$	(330.00)
Regional Events Revenue	\$	4,329.27
Sponsorship	\$	20,075.00
Summer Session Revenue	\$	259.58
Winter Forum Revenue	\$	5,768.33
Total Revenue	\$	39,815.24
Expenditures		
ARC Contract	\$	6,625.02
Bank, Legal, and Insurance Fees	\$	724.37
Dues & Subscriptions	\$	526.00
Meetings	\$	1,273.86
Office Supplies, Postage, and Copies	\$	172.37
Regional Events	\$	570.18
Travel	\$	477.98
Website	\$	1,044.59
Winter Forum	\$	1,374.89
Total Expenditures	\$	12,789.26
Transfer to Savings (January 2019)	\$	5,000.00
Total Revenue	\$	99,639.54
Total Expenditures	\$	17,789.26
Balance	\$	81,850.28

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: March 20, 2019

To: Board of Directors
From: Monica Martinez, Director of Programming
Subject: PROGRAMMING UPDATE

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Calendar

- Be sure to get your events on the calendar!
- March is a busy month.

Board Misc.

- Region 5. Kevork/Scarlett

Board Orientation/Mid-Year

Board Orientation was a success with 24 members in attendance. Feedback?

Mid-Year – July 20. Location TBD.

Summer Session

August 8. City of Fullerton.

Engage. Empower. Educate.

Speakers: CGL course (Frank).

Co-Chairs: Stephanie Boyce and Matt Hickey.

Cal-ICMA Ethics Committee

- Next meeting March 18th.

Cal-ICMA Student Chapter & Outreach

- Next meeting March 27th.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: March 20, 2019

To: Board of Directors

From: Dominique Samario, MMASC Director of Membership

Subject: MARCH DIRECTOR OF MEMBERSHIP UPDATES

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

As of January 31, 2019, MMASC had 801 active members. We had 16 Full Members and 1 Student Member not renew in the month of January. February's final membership numbers will be compiled on Monday, March 4th and shared during the board meeting.

Email templates for lapsed and new members were shared with all regional boards and follow-up emails have been sent to new and renewing members as they join. There has been a positive response from these actions.

As a way to increase membership and diversity within our organization, a concept of a Veterans membership was discussed at our Full Board Retreat. Options for how to pursue this would be beneficial so we can present to the full board at a future meeting.

It was suggested that we consider adding language regarding transferring memberships. To start the conversation, possible language from the Santa Barbara Human Resources Network website is below:

INDIVIDUAL MEMBERSHIP

SBHRA offers a rolling, individual membership, meaning your membership expires one year following membership approval or renewal on the anniversary date. Membership is nontransferable, non-assignable, or nonrefundable. We do not offer shareable, corporate memberships at this time.

What does this mean?

Your membership belongs to you personally. It does NOT belong to your employer, even if your employer elects to pay for the benefit of membership.

If you leave employment, your membership will move with you. It will NOT remain with your employer for another employee to use.

Your membership is individual and cannot be transferred to another person. Once membership dues are paid, they cannot be refunded or credited toward future programs or services.

SBHRA reviews all applications for membership and reserves the right to deny membership to those individuals who do not meet membership criteria as specified in Association Bylaws.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: March 20, 2019

To: Board of Directors

From: Lara Christensen & Norma Cervantes, Region 1 Co-Chairs

Subject: REGION 1 UPDATES

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

EVENTS

- Second Annual Regional Women's Leadership Event in Santa Maria (02/27). Event – SOLD OUT! We had over 70 participants and had a handful of men attend. Great event w/great speakers. Received great feedback from participants – this is definitely turning into a definite annual event for the region.

The planning for the remainder of the events in the region 1 for 2019, is currently underway. An event that has successful and we plan on continuing is:

- Central Coast City Managers' Luncheon - October
- Dress for Success – partnering w/Nordstrom. Historically in November.

We will also work w/other board members and other region members to start golf outings and other casual networking events and another Professional Development event for the summer.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: March 20, 2019

To: MMASC Executive Board of Directors

From: Adam McWey, Region 3 Chair

Subject: REGION 3 (DESERT REGION) – MARCH 2019 UPDATE

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Region 3 held its first event of 2019, a meet and greet at AC3 in Palm Desert on March 13, 2019. We had approximately 7 attendees. The event was a great opportunity to meet regional members and receive feedback on events and programming that they would like to see this year in the Region. We will look to host another networking event soon. We have also begun to plan programming events for 2019.

Events Calendar

There are no immediate events scheduled.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: March 15, 2019

To: Board of Directors

From: Region 4

Subject: REGION 4 UPDATES

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Part of the team got together in late January for lunch and planning. We decided on three events for the year, our first event is tentatively scheduled for Saturday, May 4th for the Temecula Valley Wine Mixer (Signature Event). As soon as we receive confirmation from the venue, Wilson's Creek we will begin to market the event and place in the calendar. We also plan to do a student outreach and networking at University of La Verne. We plan to do this sometime in the fall. And finally we're looking to talk with ESRI and do a joint presentation in Rancho Cucamonga to showcase the power of GIS and storytelling to make a difference in our communities.

We're excited to announce two new board members to Region 4 who recently joined on. We have Imelda Huerta who served on the Region 8 board and we're excited to have someone with experience who will help enhance this year's events. We also have Charles Berglund who is new to local government and comes from the military. Imelda and Charles will join forces to plan and create our 4th event.

The entire Region 4 attended February's orientation session and we're very thankful to Nick and Monica for the planning this wonderful event. We're also thankful to all those who attended as you all inspired us in our event planning for the year.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: March 20, 2019

To: Board of Directors
From: Joey Garcia, Region 6 Board Member
Subject: BOARD REPORT

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Lunch and Learn

Region 6 is continuing its partnership with Culver City Management Group to bring monthly “Lunch and Learns” in Culver City. These are free and open to all MMASC members.

Last Lunch and Learn was on the topic: Creating a Work-Life Blend that Works for You, Thursday, March 7, 2019 from Noon-1pm, at the Dan Patacchia Meeting Room, 1st Floor, City Hall. Post event report will come from Dia.

Nordstrom Dress for Success (Hub store)

The next lunch and learn will take place on Saturday, April 27th at 11 am at the Melrose Nordstrom. Nordstrom opened its first Nordstrom Local on Melrose in Los Angeles in October 2017. These neighborhood hubs offer customers the opportunity to shop and access Nordstrom services in a convenient, central location. The stores itself do not have any inventory and use their app/online platform for customers to pick up their orders along with personal stylist to assist with picking out the right outfit.

Gateway City Manager's Breakfast

The meeting will take place on Thursday, June 13, 2019 at Mayfair Park Community Center. The room can accommodate up to 100 people. Based on initial estimates from the venue, the cost to cover the facility and food will be \$20 per person; firm price will be established shortly.

The Lakewood City Manager (Thaddeus McCormack) will be responsible for covering the cost of the City Managers and invited guests. MMASC will be responsible for its members in attendance.

Dia will be working with Mr. McCormack and his assistant Barbara regarding contacting the City Managers in the area to get confirmations on the invited guests so we can set a cap for the MMASC members. Based on the numbers of the past few meetings, Dia expects to have 50 invited guests, which will include the CMs, a few ACMs, a staff member from each City, and representatives from partner agencies that attend these same meetings.

Potential meeting agenda is as follows:

- 8:00 am Registration and check in
- 8:30 am Breakfast served
- 8:45 am Gateway City presentation
- 8:55 am Consultant presentation
- 9:00 am Roundtables with City Managers
- 9:45 am Regular business, closing
- 10:00 am End of event

Lakewood will be responsible for the consultant presentation. This will be a short presentation regarding TBD, possibly on succession planning, government policy or on advancing to a management position in an organization. The firm will be available after the meeting for individual questions by attendees.

We will assign a City Manager for each table and have the staff members and MMASC members fill in the empty chairs. We will then rotate. Each CM will be assigned a topic so there is some structure to the roundtable discussions.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: March 20, 2019

To: Board of Directors
From: Kirsten Graham, Region 7 Co-Chair
Subject: REGION 7 UPDATES

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Region 7 has a monthly conference call scheduled for the third Tuesday of every month, our most recent call for this reporting period was on February 19 and the following items were discussed:

Regional Board Orientation:

Attendees provided updates shared at the training to be incorporated into Region 7's planning for the year.

Event Calendar:

Region 7 will be hosting its first event of the year "the Segerstrom Center for the Arts Private Tour" on April 10, 2019 from 10:00 AM to 11:30 AM. The event is free but parking is \$10 to \$15.

Region Survey:

The development of a member survey for members in Region 7 is in progress with distribution planned for the end of March.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: March 14, 2019

To: Board of Directors

From: Region 8 Board

Subject: REGION 8 UPDATES

RECOMMENDATION

Receive and file monthly board meeting notes from Region 8.

BACKGROUND AND DISCUSSION

Region 8 held a phone conference on Thursday, March 14, 2019.

Stephanie provided an update on the upcoming Bruch with an Executive. Catering is in place and needs to be paid by March 23, 2019 which is two days after the registration deadline. She will coordinate that with the treasurer. Ashlee is going to purchase ecofriendly plates, napkins and utensils and Del Mar is providing the cups (Stephanie to confirm this). We will have a final planning call on Monday, March 18, 2019 at 11:00 to finalize all the details of the event and Lois will send out the information for that.

We discussed the need to start planning the Region's signature Padres event. Lois is going to reach out to the Padres sales rep to book August 10, 2019 for 40 people (this number may change as we get closer to the event). Stephanie is going to send sponsorship templates to the region board so we can reach out to last year's sponsors. Once we have sponsors in place we can come up with a cost and create a flyer for the event. We will post a *Save the Date* flyer by end of April/early May and have the complete flyer with cost by end of May/early June.