



## **Board of Directors Meeting**

AGENDA

June 8, 2017

3:00 PM

Conference Call Phone: (650) 479-3207

Access Code: 195 909 146

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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, Matthew Cuevas, Ryan Kintz & Joana Smith
- Region Three Chairs, Kristen Nelson & Scott Trujillo
- Region Four Chairs, Amy Chang, Lynn Kelly-Lehner & Sean McGovern
- Region Five Chairs, Paolo Kespradit, Brittany Mello, & Tamar Sadd
- Region Six Chairs, 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 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. SECRETARY'S REPORT**

### **6. TREASURER'S REPORT**

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

### **8. MEMBERSHIP CHAIR'S 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**

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### **BOARD COMMUNICATION**

**Date: June 8, 2017**

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

### **RECOMMENDATION**

Receive and file the President's update.

### **BACKGROUND AND DISCUSSION**

Mr. Parseghian is continuing his efforts with the California Contract Cities City Managers Association to organize a joint event to be held at USC. The event will be similar to the round table City Manager discussion at a larger scale.

Mr. Parseghian along with Tanya Spiegel, Director of Programming, attended a Desert Region event on recruiting more members to the region. Present at the event were Past President Castro, Former Board Member David Gassaway, current board members Kristen Nelson and Scott Trujillo. The event was a success and the Association's message continues to grow in the region.

Mr. Parseghian is working on drafting position description for the executive board. These descriptions will be used to educate potential candidates on the level of commitment is needed to serve of the Executive Board. Prior to the mid-year meeting, the draft document will be shared with the executive board to review. This will be an item of discuss at the mid-year meeting. Mr. Parseghian with Tanya Spiegel, will work on also updating the region board members' descriptions.

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

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### **BOARD COMMUNICATION**

**Date: 06/08/2017**

**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. Planning is full steam ahead. We received more than 30 high-quality speaker proposals under review by the committee this week. Final decisions will be made by Friday, June 16<sup>th</sup>.

Awards & Scholarships marketing materials are out, with deadlines approaching July 28<sup>th</sup>. For Elections and Bylaws, the nomination process will open July 6<sup>th</sup>, with nominations from the floor allowed during Summer Session on July 20<sup>th</sup>. Voting will occur July 27<sup>th</sup> – August 10<sup>th</sup>.

During the mid-year meeting, I will conduct a brief pre-work session with the Board of Directors for the upcoming Strategic Planning session for MMASC as an organization to be conducted by Ray Patchett on Friday morning of the Annual Conference.

# **Municipal Management Association of Southern California**

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## **BOARD COMMUNICATION**

**Date: June 8, 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:** I am very happy with the feedback that we continually get on the MMASC website. We will be going over an in-depth training on how to utilize the new MMASC website at the Mid-Year Meeting. Following this meeting, each Region Board will be responsible for adding events and information to their respective calendars.

**Basecamp:** A new letterhead template has been placed in Basecamp under *Board Member Resources* for your use. Please continue to use Basecamp to find all the latest up to date materials. If you have any questions or suggestions on how to make this program easier to use, please feel free to 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. Early bird registration is now open until July 7, 2017. A draft agenda is also placed on the MMASC website to help members get approval from their respective organizations. If you have any questions about this event, please let us know.

**Graphic Design Program:** The Executive Board has approved the purchase of an annual subscription to *Canva*, which is an online graphic design software that the

organization can use to easily create marketing collateral and social media images. If you need anything created or promoted, please feel free to reach out to me so we can assist your Region Board.

# **Municipal Management Association of Southern California**

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## **BOARD COMMUNICATION**

**Date: June 8, 2017**

**To:** Board of Directors  
**From:** Alex Hernandez

**Subject: TREASURER UPDATE**

### **RECOMMENDATION**

Receive and file.

### **BACKGROUND AND DISCUSSION**

As of today, the balance in our checking account is \$53,203. The savings account balance is \$60,227.

Our accountant prepared and filed our 2016 taxes. As required in our bylaws, the documents are now available on our website. Attached is also the final 2016 statement of activity for posting on our website.

So far, sponsorships from annual corporate partners total \$25,000. The adopted budget has \$40,000 expected from sponsors this year.

As Regional Events take place in the next few weeks please let me know of any advanced payments or reimbursements that may be needed. The Event Reimbursement Form is available on Basecamp or I can email the document to you directly.

# 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	-1,471.82
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>\$205,712.29</b>
<b>GROSS PROFIT</b>	
	<b>\$205,712.29</b>
<b>EXPENDITURES</b>	
Advertising	24.00
Annual Conference	19,275.59
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	349.93
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>\$112,830.98</b>
<b>NET OPERATING REVENUE</b>	<b>\$92,881.31</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>\$92,894.76</b>

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

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### **BOARD COMMUNICATION**

**Date: June 7, 2017**

**To:** Board of Directors

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

**Subject: PROGRAMMING UPDATES**

### **RECOMMENDATION**

Receive and File.

### **BACKGROUND AND DISCUSSION**

**Region Boards:** I would like to welcome Laena Sakarian (City of Arcadia) and Paolo Kespradit (City of Alhambra) to the Region 5 team!

**Mid-Year Meeting:** The Mid-Year Meeting will be held on Saturday, June 24 from 8:30 AM – 2 PM at the City of West Covina City Hall.

**Upcoming Region events:** Region 6 is partnering with the Gateway Cities Council of Governments for a Networking Event on Thursday, June 8 from 8:30 AM – 10 AM at the Rio Honda Event Center (Downey); Region 4's annual Temecula Valley Wine Mixer will be on Saturday, June 10 beginning at 5 PM at Wilson Creek Winery (Temecula).

**Reminder!** It is recommended 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 our Director of Finance (Alex 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: June 8, 2017**

**To:** Board of Directors  
**From:** Izzy Murguia, Director of Membership  
**Subject: MEMBERSHIP REPORT: MAY 2017**

### **RECOMMENDATION**

Receive and file.

### **BACKGROUND AND DISCUSSION**

This report reflects the membership change for the month of May 2017. At the time this report was submitted, MMASC Membership stands at 737. There were 20 new members and 19 non-renewing members during May 2017. The new members for the month of May came from the following regions: Central Coast (1), Channel Islands (1), Desert (1), Inland Empire (2), North Los Angeles County (3), South Los Angeles County (5), Orange County (3), San Diego County (1) and Other (3).

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

Member Groups	Last Report (April 2017)	Current Report (May 2017)
Full Members	595	591
Honorary members	68	68
Student members	45	44
Business members	30	34
Total members	738	737

Below is the breakdown by region:

<u>Regions</u>	<u>Current Report</u> <u>(As of 6/6/2017)</u>
Central Coast	63
Channel Islands	38
Desert	23
Inland Empire	107
North Los Angeles	140
South Los Angeles	127
Orange	145
San Diego	77
Other	17

# **Municipal Management Association of Southern California**

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## **BOARD COMMUNICATION**

**Date: June 8, 2017**

**To:** Board of Directors

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

**Subject: IMMEDIATE PAST PRESIDENT UPDATES**

## **RECOMMENDATION**

Receive and file.

## **BACKGROUND AND DISCUSSION**

**MMASC Mentorship Program.** Maggie Le and I wanted to encourage the current eight mentees to work on a project to provide more substantial experience for them as well as aligning with this year's theme of *Leaving Your Mark*. Three mentees have responded and the Executive Board would like to see them coordinate the next [Fun Event](#). The MMASC Fun Events have been another opportunity for networking in an informal and fun environment/activity. Past events have been participating in the San Diego's Hot Chocolate 5/10K Race, golf outing in Aliso Viejo, hiking in Rancho Palos Verdes Peninsula and the bike outing in Hermosa Beach. There is no budget set for this so cost should be at a minimum for the participants and provide some fun as well as offer it around the locations of Los Angeles or Orange County where most of our members are located. Suggested ideas are a local government charity event or paddle boarding.

President Parseghian also requested that they mentees provide a testimonial on their experience with the MMASC Mentorship Program for the What's Happening Wednesday eNewsletter.

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

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### **BOARD COMMUNICATION**

**Date: June 8, 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 looking to schedule an Emergency Operations Tour in Santa Barbara in August. We are also looking into Lean Green Belt training for our regional members. We are bringing this to our board this coming week and hoping to make this happen in the coming months. It will likely be scheduled in San Luis Obispo.

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

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### **BOARD COMMUNICATION**

**Date: June 8, 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**

On May 18, 2017, Joseph Dieguez, Senior Vice President with Kosmont Companies, Inc., gave a presentation on recent legal and policy developments related to local economic development in California. The event was held at the Riverside Library and we had a lively discussion with 8 members attending.

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.

On 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: June 8, 2017**

**To:** MMASC Board of Directors  
**From:** Kevin Kilkenney, Executive Director  
**Subject:** EXECUTIVE DIRECTOR REPORT

### **RECOMMENDATION**

Receive and file

### **BACKGROUND AND DISCUSSION**

Please note – I will be out of the office on Mondays, June 12 and 19, 2017. Also, the week of July 4, the Association Resource Center offices (MMASC office) will be closed on both Monday and Tuesday, July 3 & 4. I will be back in on Wednesday, July 5.  
Thanks.