



Board of Directors Meeting

AGENDA

June 14, 2018

3:00 PM

Conference Call Phone: (510) 338-9438

Access Code: 627 380 514

1. CALL TO ORDER

2. ROLL CALL

- President, Ashley Garcia
- Vice President, Nicholas Gonzalez
- Director of Communications/Secretary, Tanya Spiegel
- Director of Finance/Treasurer, Izzy Murguia
- Director of Programming, Kristen Nelson
- Director of Membership Services, Monica I. Martinez
- Immediate Past President, Arabo Parseghian
- Region One Co-Chairs, Lara Christensen & Dominique Samario
- Region Two Co-Chair, Ryan Kintz
- Region Three Co-Chairs, Scott Trujillo & Michael Parmer
- Region Four Co-Chairs, Lynn Kelly-Lehner & Lilyan Villarreal
- Region Five Co-Chairs, Brittany Mello, Tamar Sadd, Laena Shakarian & Jackie Wong
- Region Six Co-Chairs, Joey Garcia, Michael Johnston, Ani Keshishian, & Dia Turner
- Region Seven Co-Chairs, Hayley Gilbert, Ryan Hallett, Lori Karaguezian & Robert Sedita
- Region Eight Co-Chairs, Dominique Albrecht, Stephanie Boyce, Sylvia Solis Daniels, Imelda Huerta, Mayela Manasjan, Samuel Merrill, & Ashlee Stratakis
- League of California Cities Representative, Meghan McKelvey
- ICMA Representatives, Dave Mora & Tony Winney
- Institute for Local Government Representative, Melissa Kuehne
- MMANC Representative, Miranda Lutzow
- 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**
 - A. 2019 ANNUAL CONFERENCE SITE SELECTION**
- 16. ANNOUNCEMENTS / GOOD OF THE ORDER**
- 17. ADJOURNMENT**



Board of Directors Meeting

MINUTES

May 10, 2018

3:00 PM

1. **CALL TO ORDER**

- ❖ President Garcia called the Board of Directors Meeting to order at 3:03 PM.

2. **ROLL CALL**

- ✓ President, Ashley Garcia
- ✓ Vice President, Nicholas Gonzalez
- ✓ Director of Communications/Secretary, Tanya Spiegel
- ✓ Director of Finance/Treasurer, Izzy Murguia
- ✓ Director of Membership Services, Monica I. Martinez
- ✓ Region One Co-Chairs, Lara Christensen & Dominique Samario
- ✓ Region Two Co-Chair, Matthew Cuevas
- ✓ Region Four Co-Chair, Lynn Kelly-Lehner
- ✓ Region Six Co-Chair, Dia Turner
- ✓ Region Seven Co-Chair, Lori Karaguezian
- ✓ Region Eight Co-Chairs, Dominique Albrecht, Imelda Huerta & Ashlee Stratakis
- ✓ ICMA Representative, Dave Mora
- ✓ Executive Director, Kevin Kilkenny

Absent:

Director of Programming, Kristen Nelson
Immediate Past President, Arabo Parseghian
Region Three Co-Chairs
Region Five Co-Chairs

3. **APPROVAL OF MINUTES**

- ❖ President Garcia presented the minutes from the Board of Directors Meeting on Thursday, April 12, 2018. Motioned by Director of Finance/Treasurer Murguia, Seconded by Region Seven Co-Chair Karaguezian, unanimously adopted. The Minutes were approved as presented.

4. **PRESIDENT'S REPORT**

- ❖ President Garcia gave a brief update on the 2018 Board of Directors Mid-Year Meeting. Date and location details will be sent out as soon as it is confirmed.
- ❖ President Garcia gave an update on the status of our 2018 Corporate Partners.
- ❖ President Garcia is working with Director of Membership Martinez to send letters to Honorary Members.

5. VICE PRESIDENT'S REPORT

- ❖ Vice President Gonzalez gave an update on the 2018 Annual Conference. Earlybird Registration will be held from May 10 – July 31 with Regular Registration from August 1 – October 10.
- ❖ Vice President Gonzalez attended the 2018 ICMA West Coast Regional Conference on behalf of MMASC. Vice President Gonzalez, Director of Membership Services' Martinez and representatives from MMANC had a very good meeting with ICMA Executive Director Ott, ICMA West Coast Regional Director Duggan, ICMA President Johnstone, President-Elect Pinkos and ICMA West Coast Vice President Channing.

6. DIRECTOR OF COMMUNICATIONS/SECRETARY'S REPORT

- ❖ Director of Communications/Secretary Spiegel gave an update on the upcoming Summer Session which will be held on Thursday, July 26 at the Pasadena Convention Center.

7. DIRECTOR OF FINANCE/TREASURER'S REPORT

- ❖ Director of Finance/Treasurer Murguia presented the Statement of Activity for April 2018.
- ❖ Total balance in the checking account is \$99,480 and the savings account balance is \$65,245.
- ❖ Director of Finance/Treasurer Murguia attended the Cal-ICMA / ILG meeting in Sacramento on April 20 with Director of Membership Services' Martinez to discuss updates to their Survivor Skills and Talent Initiative.

8. DIRECTOR OF PROGRAMMING'S REPORT

- ❖ None.

9. DIRECTOR OF MEMBERSHIP SERVICES' REPORT

- ❖ Director of Membership Services' Martinez provided the April 2018 membership numbers. Total membership stands at 797.
- ❖ Director of Membership Services Martinez provided information on the University/College and Student Outreach Committee.

10. IMMEDIATE PAST PRESIDENT'S REPORT

- ❖ None.

11. REGION CHAIR REPORTS

A. CENTRAL COAST (REGION 1)

- ❖ Region Co-Chair Samario gave an update on upcoming events.

B. CHANNEL ISLANDS (REGION 2)

- ❖ Nothing to report at this time.

C. DESERT (REGION 3)

- ❖ None.

D. INLAND EMPIRE (REGION 4)

- ❖ Region Co-Chair Kelly-Lehner recapped the Region 4 Signature Event – the Annual Temecula Valley Wine Mixer that was held on Saturday, April 28 at Wilson Creek Winery.
- ❖ Region Co-Chair Kelly-Lehner gave an update on the upcoming Homelessness Panel event the third week of September in Menifee.

E. NORTH LOS ANGELES COUNTY (REGION 5)

- ❖ President Garcia gave an update on behalf of the Region 5 Co-Chairs.
- ❖ The Region 5 Signature Event – the Annual Trackside Luncheon with the San Gabriel Valley City Managers' Association was held on Thursday, May 3 at the Santa Anita Park and was a success.
- ❖ Region 5 Co-Chairs will begin planning the next Regional Event.

F. SOUTH LOS ANGELES COUNTY (REGION 6)

- ❖ Region 6 Co-Chair Turner gave an update on their upcoming events including Lunch and Learn at the City of Culver City on Thursday, May 24; Gateway City Managers' Breakfast on Thursday, June 14 at Lakewood City Hall; and the Investigating an Emergency Preparedness event in September.

G. ORANGE COUNTY (REGION 7)

- ❖ Region Co-Chair Karaguezian provided information on upcoming Region 7 Events including a luncheon featuring Costa Mesa's Assistant City Manager on May 23; a collaborative networking event with Women Leading Government at the Sawdust Festival in Laguna Beach this Summer; and the Region 5 Signature Event – Annual Speed Networking Luncheon with the Orange County City Manager's Foundation, scheduled for October 3.

H. SAN DIEGO COUNTY (REGION 8)

- ❖ Region Co-Chair Huerta gave an update on the upcoming Region Event Lunch-and-Learn Workshop that is a City Manager/Executive Leader panel discussion on June 14.
- ❖ Region Co-Chair Huerta also provided information on upcoming Region 8 Signature Event – the Annual San Diego Padres game in September.

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

- ❖ ICMA Representative Mora provided information on the upcoming ICMA Annual Conference in September.

13. EXECUTIVE DIRECTOR'S REPORT

- ❖ Executive Director Kilkenny provided the new fax number for MMASC which is (916) 294-0415.

14. UNFINISHED BUSINESS

- ❖ None.

15. NEW BUSINESS

- ❖ President Garcia presented information on the 2019 Annual Conference Site Selection. The recommendation is to have it at Hilton Santa Barbara Beachfront Resort October 16-19, 2019.

- ❖ A voice vote for approval was taken, unanimously approved.

16. ANNOUNCEMENTS / GOOD OF THE ORDER

- ❖ None.

17. ADJOURNMENT

- ❖ President Garcia adjourned the Board of Directors Meeting at 3:40 PM.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: June 14, 2018

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

RECOMMENDATION

Receive and file

BACKGROUND AND DISCUSSION

2018 Annual Conference: Registration is now open for the Annual Conference. The notice went out in the Annual Conference Digest, which is a separate email campaign that we will be using for all of our marketing and communications materials for the Annual Conference.

If you are aware of any executives that would like to participate in the Speed Coaching and Executive Roundtables, please let us know.

For any questions related to the Annual Conference, please contact annualconf@mmasc.org.

Institute for Local Government: As MMASC's liaison, I will be attending the ILG Board Meeting in Sacramento on June 15, 2018. These quarterly Board Meetings are an opportunity for us to share information across the California local government network. I will have more of an update on the latest ILG activities to present back to the Executive Board at our July 2018 meeting.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: June 14, 2018

To: Board of Directors

From: Tanya Spiegel, Director of Communications/Secretary

Subject: DIRECTOR OF COMMUNICATIONS/SECRETARY UPDATES

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Summer Session: I am assisting Arabo Parseghian with the planning of the 2018 Summer Session that will be held on Thursday, July 26 at the Pasadena Convention Center. This year's theme is "Plan or Be Left Behind". Topic Highlights include: Emergency Management for Non-Emergency Staff, Budgeting Today for Tomorrow and the California Housing Crisis. Registration is now open.

2018 Annual Conference: Nick Gonzalez and I are co-chairing the 2018 Annual Conference, which will be held October 17-19 at the Renaissance Indian Wells Resort & Spa. Registration is now open.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: June 14, 2018

To: Board of Directors
From: Izzy Murguia, Director of Finance/Treasurer
Subject: TREASURER UPDATES

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

At the time of this report, the balance in our checking account is \$103,085. The savings account balance is \$65,246.

Our accountant prepared and filed our 2017 taxes. As required in our bylaws, the documents are now available on our website. Additionally, the 2017 Statement of Activity is now available on our website. The Statement of Activity (SOA) shows MMASC's revenues and expenses for 2017. The SOA demonstrates a loss of \$ -44,450 due to the 2016 Annual Conference expenses accruing in 2017. However, at the end of 2017, MMASC had a balance of \$43,428 (checking). The Statement of Activity and Budget Report through May 31, 2018 is attached. So far, sponsorships from annual corporate partners total \$50,418. The adopted budget has \$45,000 expected from sponsors this year.

I will be sending out an updated Regional Event Tracker. I need After Event Reports for Region 4 and Region 5 for the Temecula Valley Wine Mixer and Trackside Event respectively. 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
Budget
January - May, 2018

Revenue	Actuals	Budget	Variance	%
Membership Due	\$ 23,217.84	\$ 54,000.00	\$ (30,782.16)	43%
Sponsorship	\$ 50,418.98	\$ 45,000.00	\$ 5,418.98	112%
Annual Conference	\$ -	\$ 60,000.00	\$ (60,000.00)	0%
Winter Forum Revenue	\$ 12,789.40	\$ 10,000.00	\$ 2,789.40	128%
Summer Session	\$ -	\$ 12,000.00	\$ (12,000.00)	0%
Women's Leadership Summit	\$ 19,613.38	\$ 13,000.00	\$ 6,613.38	151%
Regional Events Revenue	\$ 9,419.94	\$ 10,000.00	\$ (580.06)	94%
CGL Program Application	\$ 150.00	\$ -	\$ 150.00	-
Refunds-Allowances	\$ (820.88)	\$ -	\$ (820.88)	-
Total Revenue	\$ 114,788.66	\$ 204,000.00	\$ (89,211.34)	56%
Expenditures				
	Actuals	Budget	Variance	%
Administration				
ARC Contract	\$ 11,041.70	\$ 26,500.00	\$ 15,458.30	42%
Travel (President, ARC, etc.)	\$ 2,390.52	\$ 5,000.00	\$ 2,609.48	48%
Bank, Legal and Insurance Fees	\$ 1,233.35	\$ 4,500.00	\$ 3,266.65	27%
Dues and Subscriptions	\$ 4,771.48	\$ 7,079.60	\$ 2,308.12	67%
Office Supplies, Postage and Copies	\$ 811.59	\$ 1,000.00	\$ 188.41	81%
Tax Filing	\$ 60.00	\$ 720.00	\$ 660.00	8%
Events/Programs				
Annual Conference	\$ -	\$ 90,000.00	\$ 90,000.00	0%
Winter Forum	\$ 14,243.24	\$ 11,000.00	\$ (3,243.24)	129%
Summer Session	\$ 990.00	\$ 11,000.00	\$ 10,010.00	9%
Women's Leadership Summit	\$ 8,927.79	\$ 11,000.00	\$ 2,072.21	81%
Regional Event	\$ 10,510.04	\$ 7,500.00	\$ (3,010.04)	140%
Meetings	\$ 880.09	\$ 600.00	\$ (280.09)	147%
Scholarship	\$ -	\$ 800.00	\$ 800.00	0%
Contract Services				
Graphic Artist	\$ -	\$ 1,000.00	\$ 1,000.00	0%
Printing	\$ -	\$ 1,000.00	\$ 1,000.00	0%
Sponsorship	\$ 500.00	\$ 1,200.00	\$ 700.00	42%
Website	\$ 3,873.91	\$ 5,000.00	\$ 1,126.09	77%
Total Expenditures	\$ 60,233.71	\$ 184,899.60	\$ 124,665.89	33%

Municipal Management Association of Southern California
Statement of Activity
 January - May, 2018

End of Year	\$	43,428.86
<hr/>		
Revenue		
CGL Program Application		150.00
Membership Due		23,217.84
Refunds-Allowances		-820.88
Regional Events Revenue		9,419.94
Sponsorship		50,418.98
Winter Forum Revenue		12,789.40
Women's Leadership Summit Revenue		19,613.38
Total Revenue	\$	114,788.66
<hr/>		
Expenditures		
Bank Charges		1,233.35
Board Orientation		259.20
Dues & Subscriptions		4,771.48
Executive Board Retreat		620.89
Other General and Admin Expenses		11,853.29
Regional Event		10,510.04
Sponsorship Expenditure		500.00
Summer Session		990.00
Taxes & Licenses		60.00
Travel		2,390.52
Website		3,873.91
Winter Forum		14,243.24
Women's Leadership Summit		8,927.79
Total Expenditures	\$	60,233.71
<hr/>		
Available Revenue	\$	158,217.52
Total Expenditures	\$	60,233.71
Balance	\$	97,983.81
<hr/> <hr/>		

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: June 14, 2018

To: Board of Directors

From: Arabo Parseghian, MMASC Immediate Past President

Subject: IMMEDIATE PAST PRESIDENT'S UPDATES

RECOMMENDATION

Receive and file the Immediate Past President's June 2018 update.

BACKGROUND AND DISCUSSION

2018 Summer Session registration has opened. It will be held at the Pasadena Convention Center on July 26th. The theme will be "Plan or be left behind". Topics to be covered are Emergency Management for non-emergency staff, budgeting today for tomorrow and addressing housing crises in California.

All speakers have been secured and planning committee members are working with them on the presentations. Last minute addition, Matthew Hawkesworth, Finance Director for Pasadena, has been added to the budgeting session. He will partner with Daniel Jordan, Finance Director for West Lake Village.

The agenda and registration information have been posted on the website. As a reminder, please make sure to register!

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: June 14, 2018

To: Board of Directors

From: Region 1 Co-Chairs, Lara Christensen and Dominique Samario

Subject: REGION 1 JUNE UPDATES

BACKGROUND AND DISCUSSION

Over the past month Region 1 finished planning and held their first-ever Central Coast Women in Leadership Summit. The event took place on June 7th in Santa Maria's Public Library with five presentations and a three-person panel. The content was engaging and the support from presenters was phenomenal. Overall, there were 35 people in attendance and with sponsorships the event brought in a net gain of more than \$700 for the region. The five-member planning committee worked to create a successful template for future Women in Leadership or other one-day summits for the region. Board co-chairs followed up with Each attendee and speaker and the region board feels this was a great boast for Region 1.

Region 1 will hold their next event in late summer.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: June 14, 2018

To: Board of Directors

From: Michael Parmer, Region 3 Co-Chair

Subject: REGION 3 MONTHLY REPORT

BACKGROUND AND DISCUSSION

Region 3 has started the planning process for the calendar year's remaining two regional networking events. One event is tentatively scheduled for the end of summer and the other event will be scheduled for late fall or early winter.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: June 14, 2018

To: Board of Directors
From: Region 8 Co-Chairs
Subject: SAN DIEGO - REGION 8 UPDATE

RECOMMENDATION

Receive and file the monthly board meeting notes from Region 8.

BACKGROUND AND DISCUSSION

Region 8 has a monthly board conference call scheduled for the first Thursday of every month. Our most recent conference call was on June 7, 2018. The following items were discussed:

Event Calendar – Our next event is next week on June 14th at the Vista City Hall. It is an executive leadership lunch and learn. We have a good amount of people who have registered from all over the region and even some from outside of Southern California.

Our following event is the September Padre's Game. We will decide on a ticket price and begin promoting the event and sponsorships.

The City of Del Mar has noted they are interested in hosting an upcoming regional event at their new City Hall in the Fall/Winter.

Discuss assignments –

June 14th Lunch & Learn: We have secured our thank you gifts (thank you to Stephanie!) and will have cards available for board members to sign before the event. We have the questions posted on Basecamp; we are requesting that Stephanie and

Sam will ensure that their executive leaders review the questions prior to the event, and let us know if they have any questions or concerns with the questions. We have already shared the questions with Vista's CM. Stephanie will bring 20 membership brochures to place on the sign-in table to share with potential new members. Sylvia will prepare a brief slide show that we will have running at the start of the event to include 6 slides: 1) Welcome, 2) MMASC membership, 3) Annual conference, 4) Summer Event, 5) Padres Event and 6) Region 8 Board.

Padres Game: We need to review sponsors and total costs to determine how much we will charge for tickets. To date, we have one \$500 sponsor for this event. Mayela will prepare a Save the Date flyer to use at the Lunch & Learn next week. We will discuss potentially using our \$500 annual allocation to supplement the cost of the Padre's event at our next conference call.

City of Del Mar Event will be discussed at our next board conference call with more details of available dates, room size, and possible meeting topics.