



Board of Directors Meeting

AGENDA

July 15, 2020

9:00 AM

Conference Call Phone: (916) 234-5662

www.uberconference.com/mmasc

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, Izzy Murguia
- ___ Vice President, Kristen Nelson
- ___ Director of Communications/Secretary, Tanya Spiegel
- ___ Director of Finance/Treasurer, Dominique Samario
- ___ Director of Programming, Paolo Kespradit
- ___ Director of Membership Services, Ryan Hallett Hinton
- ___ Immediate Past President, Nicholas Gonzalez
- ___ Region 1 Co-Chairs, Norma Cervantes & Ryan Kintz
- ___ Region 2 Co-Chairs, PJ Gagajena, Katrina Maksimuk, Jonathan Royas & Joana Smith
- ___ Region 3 Co-Chairs, Ruben Franz & Adam McWey
- ___ Region 4 Co-Chairs, Nicole Cuadras, Justine Garcia, Matt Hickey, Imelda Huerta, Tara Magner & Lilyan Villarreal
- ___ Region 5 Co-Chairs, Christopher Castruita, Julio Donayre, Greg Kwolek, Scarlett Santos Leon, Alfa Lopez, Laena Shakarian & Jackie Wong
- ___ Region 6 Co-Chairs, Arcia Hester, Ani Keshishian & Dia Turner
- ___ Region 7 Co-Chairs, Joseph Cisneros, Hayley Gilbert, Kirsten Graham, & Nicole Houston
- ___ Region 8 Co-Chairs, Sylvia Solis Daniels, Monica Martinez, David Richards, Lauren Ryan, Ashlee Stratakis & Lois Yum
- ___ League of California Cities Representative, Meghan McKelvey
- ___ ICMA Representatives, Pat Martel & Tony Winney
- ___ Institute for Local Government Representative, Melissa Kuehne
- ___ MMANC Representative, Jessica Deakyne
- ___ 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
June 17, 2020

1. CALL TO ORDER

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

2. ROLL CALL

- ✓ President, Izzy Murguia
- ✓ Vice President, Kristen Nelson
- ✓ Director of Communications/Secretary, Tanya Spiegel
- ✓ Director of Finance/Treasurer, Dominique Samario
- ✓ Immediate Past President, Nicholas Gonzalez
- ✓ Region 1 Co-Chair, Norma Cervantes
- ✓ Region 2 Co-Chair, PJ Gagajena
- ✓ Region 3 Co-Chairs, Adam McWey
- ✓ Region 4 Co-Chair, Nicole Cuadras
- ✓ Region 5 Co-Chairs, Alfa Lopez
- ✓ Region 6 Co-Chairs, Arecia Hester, Ani Keshishian & Dia Turner
- ✓ Region 8 Co-Chairs, Dave Richards
- ✓ ICMA Representative, Pat Martel
- ✓ Executive Director, Kevin Kilkenny

Absent:

Director of Programming, Paolo Kespradit
Director of Membership Services, Ryan Hallett Hinton
Region 7 Co-Chairs
League of California Cities Representative
Institute for Local Government Representative
MMANC Representative

3. APPROVAL OF MINUTES

- ❖ President Murguia presented the minutes from the Board of Directors Meeting on Wednesday, May 20. Motioned by Region 1 Co-Chair Cervantes, seconded by Director of Finance/Treasurer Samario. The Board of Directors unanimously approved the minutes.

4. PRESIDENT'S REPORT

- ❖ President Murguia thanked everyone for their service and support of the Association. He reminded the Board of Directors of the Board of Director Guide that includes all of the information the Board Members need.
- ❖ President Murguia provided an update on the Summer Webinar Series. Sessions will occur each Thursday through July. Information for each session will be released soon.

- ❖ President Murguia provided an update on the Statement of Values/Statement on Systemic Racism. Cal-ICMA, I-NAPA and the Local Government Hispanic Network have all joined in support for a unified message.
- ❖ President Murguia attended the Cal-ICMA bi-monthly Board Meeting on June 10. Cal-ICMA will be hosting a series of webinars.
- ❖ President Murguia will be serving as MMASC representative on the 2021 ICMA Annual Conference Planning Conference. The 2021 ICMA Annual Conference will be held October 3-6, 2021 in Portland, Oregon.

5. VICE PRESIDENT'S REPORT

- ❖ Vice President Nelson provided an update on the CGL Program.
- ❖ Vice President Nelson provided an update on the Veteran Outreach Program. If anyone is interested in being a Mentor for some of our Veteran Members, please contact her at vicepresident@mmasc.org.
- ❖ Vice President Nelson provided an update on the 2020 Annual Conference.
 - I. She informed the Board of Directors of the option of acquiring a Zoom account to address the virtual programming needs. Unanimously approved by the Board of Directors.
 - II. The dates have been moved to Monday, October 26 – Thursday, October 29.
 - III. The Hyatt Regency La Jolla Hotel accepted our request to terminate the contract due to the COVID-19 pandemic and reimbursed our deposits.
 - IV. The Call for Speakers has opened. Deadline for submission is July 29 with decisions and speaker notification will take place no later than August 7.
 - V. Registration rates are under review and will be updated to reflect a virtual conference rate, rather than an in-person conference.

6. DIRECTOR OF COMMUNICATIONS/SECRETARY'S REPORT

- ❖ None.

7. DIRECTOR OF FINANCE/TREASURER'S REPORT

- ❖ Director of Finance/Treasurer Samario provided an update on the account balance. As of June 4, there is \$65,002 in the checking account and \$75,286 in the savings account.
- ❖ Director of Finance/Treasurer Samario provided an update on the 2020 Women's Leadership Summit/Women's Leadership Week. The Committee will be sending out a survey to gauge interest and ideas for a virtual event.

8. DIRECTOR OF PROGRAMMING'S REPORT

- ❖ None.

9. DIRECTOR OF MEMBERSHIP SERVICES' REPORT

- ❖ President Murguia provided an update for Director of Membership Services Hallett Hinton.
- ❖ Director of Membership Services Hallett Hinton brought forward the idea of extending membership to those that have lapsed since March. This will be a one-time offer. Region 6 Co-Chair Turner motioned the idea, Region 2 Co-Chair Gagajena seconded. Motion passed.

10. IMMEDIATE PAST PRESIDENT'S REPORT

- ❖ None.

II. REGION CHAIR REPORTS

A. CENTRAL COAST (REGION 1)

- ❖ None.

B. CHANNEL ISLANDS (REGION 2)

- ❖ Region 2 Co-Chair Gagajena provided an update on their recent Regional Virtual Event “Balancing the Post COVID-19 Budget: Ideas for Revenue” that was held on Tuesday, May 26.
- ❖ Region 2 Chairs will be having a meeting on July 1 to discuss future events and programs.
- ❖ Region 2 Co-Chair Gagajena serves on the League of California Cities Policy Committee, Environmental Quality Committee, and he provided an update from their June 5 meeting.

C. DESERT (REGION 3)

- ❖ Region 3 Co-Chair McWey provided an update on the Regions plans for future events.

D. INLAND EMPIRE (REGION 4)

- ❖ Region 4 Co-Chair Cuadras provided an update on their recent Virtual Hangout Region Event.
- ❖ Region 4 Co-Chairs are in the process of planning future events and programs.

E. NORTH LOS ANGELES COUNTY (REGION 5)

- ❖ Region 5 Co-Chair Lopez provided an update on the Regions possible events for the remainder of the year including the Walk for Hope event scheduled for October 5.

F. SOUTH LOS ANGELES COUNTY (REGION 6)

- ❖ Region 6 Co-Chair Turner provided an update on upcoming Region Events.

G. ORANGE COUNTY (REGION 7)

- ❖ None.

H. SAN DIEGO COUNTY (REGION 8)

- ❖ Region 8 Co-Chair Stratakis provided an update on their potential upcoming webinar “How to Successfully Conduct a Video Interview” in August with Valerie Phillips of Bob Murray & Associates. More information to come on that webinar.

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

- ❖ ICMA Representative Pat Martel provided an update on the Cal-ICMA webinar series including “Reopening Business – Innovation in Local Government Economic Development” on June 17; “Social Equity Issues Regarding COVID-19” on Friday, June 26; and “Managing and Budgeting During a Disaster” on Monday, June 29. Future sessions are being planned.
- ❖ ICMA Representative Pat Martel provided an update on the digital 2020 ICMA Annual Conference that will be held September 23 – 26. Member pricing is \$199.
- ❖ ICMA Representative Pat Martel informed the Board of Director of the “Member in Transition” Program as well as the potential “Affiliate [Member] in Transition” Program to provide support during this time as well as the opportunity for these members to attend the 2020 ICMA Annual Conference.

- ❖ ICMA Representative Pat Martel informed the Board of Directors that the ICMA Executive Board has established a Committee to do a study on the membership dues of ICMA. An RFP will be sent out for a Consultant to do the work and have a report by the end of the year. She will share the results as information is provided and the report is concluded.

13. EXECUTIVE DIRECTOR'S REPORT

- ❖ None.

14. UNFINISHED BUSINESS

- ❖ None.

15. NEW BUSINESS

- ❖ None.

16. ANNOUNCEMENTS / GOOD OF THE ORDER

- ❖ None.

17. ADJOURNMENT

- ❖ President Murguia adjourned the Board of Directors Meeting at 10:00 AM.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: July 15, 2020

To: Board of Directors
From: Izzy Murguia, President
Subject: PRESIDENT UPDATES

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Webinar Series: Our Summer Webinar Series has launched for the month of July, this includes 5 scheduled webinars in partnership with our Corporate Partners and Affiliate ILG. The July 9th webinar was the first time utilizing the Zoom platform. There were some glitches or things to work through for the next webinar that include registration, registration notification, hosts, panelists, and sharing screens. I'd like to give a HUGE thanks to Tanya for creating the marketing for each of these webinars in such a short time frame. Additionally, we are currently working on finalizing our systemic racism/diversity session.

Annual Conference: I'll be increasing my involvement in Annual Conference planning while Vice President Nelson is on leave. For immediate steps, we'll be needing to finalize conference rates and identifying keynote speakers. I've been reaching out to my network encouraging proposal submittals. If you have any topics that you think would be of interest to our membership, please advise so that I can reach out. Submissions are due at the end of the month.

Elections: To be scheduled around Annual Conference due to the unknown dates of Women's Leadership Week and the makeup of attendees that attend that event. I've asked the Election's Committee for a schedule, as soon as I have that I will share with the group.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: July 15, 2020

To: Board of Directors

From: Tanya Spiegel, Director of Communications/Secretary

Subject: DIRECTOR OF COMMUNICATIONS/SECRETARY UPDATES

RECOMMENDATION

Receive and File.

BACKGROUND AND DISCUSSION

Marketing Materials: As a reminder, I am creating all marketing materials for Region Events and Programs, per the Board Member Guidelines that were provided to everyone at the beginning of the year. Please send me all of the information for your Event/Program in a timely manner.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: July 15, 2020

To: Board of Directors

From: Dominique Samario, MMASC Director of Finance/Treasurer

Subject: JULY DIRECTOR OF FINANCE/TREASURER'S REPORT

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

As of July 9, 2020, MMASC's checking account balance is \$99,359. This reflects an increase in our checking account balance since June's report, which is due to the refund of MMASC's final two deposits (\$33,498) for the 2020 Annual Conference. In addition, there is \$75,286 in our savings account.

As in prior months since the pandemic began, the Director of Finance is monitoring revenues and expenditures and how they are affected by the current public health emergency. The Director of Finance is reviewing the impact of extending sponsorship agreements at less or no cost for 2021 and will bring those details to the Executive Board.

To provide an update on the 2020 Women's Leadership Summit, the event planning committee shared a survey to gauge interest and ideas for a virtual iteration of the event. The survey was released to both MMASC and WLG members and received more than 130 responses. The vast majority would like online women's leadership programming. The committee appreciates member feedback and would like to discuss the results with the Executive Board in order to make a decision about whether or not to move forward with a virtual Women's Leadership event.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: July 15, 2020

To: Board of Directors

From: Katrina Maksimuk, Region 2, Board Member

Subject: REGION 2 UPDATES

RECOMMENDATION

Receive and File.

BACKGROUND AND DISCUSSION

1) Event Updates: The Regional Board is exploring two additional events for this year and will have an update at the next MMASC Board meeting. Possible topics include: social media and ethics for the public professional, career development, economic development for small-medium size businesses recently affected in the community and inspiring employee engagement in a virtual environment.

In addition, the board is seeking to host the annual City Managers luncheon in December. Specific details to be determined.

2) Regional Board Updates:

- a. Board reviewed the Regional Board responsibilities
- b. Region 2 received the second payment for the 2019 City Manager Luncheon sponsorship from SoCalGas

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: July 15, 2020

To: Board of Directors

From: Adam McWey, Region 3
Ruben Franz, Region 3

Subject: REGION 3 (DESERT) – JULY 2020 UPDATE

RECOMMENDATION

Receive and File.

BACKGROUND AND DISCUSSION

Regional Board met to discuss virtual events for the remaining part of the year. We are planning a virtual trivia night event as a social event by year-end. Also looking into hosting a discussion with the tourism authority to discuss how local communities may re-engage tourism or hosting a discussion with economic development leaders on the impact of the pandemic on local development projects.

Will have more information at the next meeting, including dates and event details.

Events Calendar

No events are currently scheduled.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: July 15, 2020

To: Board of Directors

From: Matt Hickey, Region 4, Board Member

Subject: REGION 4 UPDATES

RECOMMENDATION

Receive and File

BACKGROUND AND DISCUSSION

Events:

Region 4 will be scheduling a call in the next three weeks to discuss a schedule for virtual events, we have several ideas one of the being an update from those of us who have returned to work for several months now. Currently, we still have the NBS event for the end of year in November.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: July 15, 2020

To: Board of Directors

From: Nicole Houston, MMASC Region 7 Board Member

Subject: REGION 7 UPDATES

RECOMMENDATION

No recommendation.

BACKGROUND AND DISCUSSION

Region 7 held a Board Member Zoom meeting on Wednesday, July 8, 2020 to finalize details of Signature Events to be planned and hosted by the Region in 2020. In lieu of the Fiscal Year Kick Off event that had been previously discussed, we will be hosting a Trivia Night utilizing Jack Box and Zoom on Thursday, July 30th at 7pm. Details have been sent to Tanya Spiegel and an email and flyer will go out to our membership next week.

Per discussion with the Board, we have also decided upon our third event for the year, an opportunity for new membership engagement via a virtual panel, consisting of our Board members, discussing our positions within local government. We will be partnering with the MPA program at Cal State University, Fullerton and the University's Pi Alpha Alpha chapter. We have made contact with staff and will be inviting the program's Fall Internship Class to attend, in addition to our membership.

The Board has reached out to OCCMA to discuss the recurring luncheon hosted each fall. Unfortunately, due to the demands placed on City Managers during this time, the event will not take place this year; however, the organization does wish to revisit this next year.

Finally, this month we welcomed new Region 7 Board Member Shaunna Hunter. Shaunna works for the City of Anaheim, is a student in CSUF's MPA program, and is also a board member of the University's Pi Alpha Alpha chapter. Shaunna will be a great addition to the Board.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: July 15, 2020

To: Board of Directors

From: Region 8

Subject: REGION 8 UPDATES

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Monica Martinez has been in contact with Valerie Phillips, President of Bob Murray and Associates. Valerie is interested in hosting a virtual workshop for MMASC members on "Video Interviewing and Recruiting Trends". The webinar will inform participants on how to successfully conduct a virtual interview and discuss recruiting trends. The event will take place on August 13. Monica will be reaching out to Valerie to confirm details. Lauren will assist Monica with putting out a flyer. Monica offered her Zoom account for the event and will also look into the capabilities of MMASC's Zoom account to see if it has additional features that could be useful for the event.