



Board of Directors Meeting

AGENDA

August 21, 2019

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, 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
- ___ Region Two Representative: Ryan Kintz
- ___ Region Three Representative: PJ Gagajena & Adam McWey
- ___ Region Four Representatives: Nicole Cuadras, Justine Garcia, Matt Hickey, Imelda Huerta & Lilyan Villarreal
- ___ Region Five Representatives: Julio Donayre, 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: Joseph Cisneros, 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
July 17, 2019

1. CALL TO ORDER

- ❖ Vice President Murguia called the Board of Directors Meeting to order at 9:03 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 Four Representative, Matt Hickey
- ✓ Region Five Representative, Alfa Lopez
- ✓ Region Six Representative, Dia Turner
- ✓ Region Seven Representatives, Joseph Cisneros & Lori Karaguezian
- ✓ Region Eight Representative, Sylvia Solis Daniels
- ✓ Executive Director, Kevin Kilkenny

Absent:

- Region One Representative
- Region Two Representative
- Region Three Representative
- League of California Cities Representative, Meghan McKelvey
- ICMA Representative, Dave Mora
- Institute for Local Government Representative, Melissa Kuehne
- MMANC Representative, Carla Hansen

3. APPROVAL OF MINUTES

- ❖ President Gonzalez presented the minutes from the Board of Directors Meeting on Wednesday, June 19. Motioned by Region 6 Representative Turner, seconded by Director of Programming Martinez. The Board of Directors unanimously approved the minutes.

4. PRESIDENT'S REPORT

- ❖ President Gonzalez informed the Board that the deposit for the Hyatt La Jolla hotel had been paid. He also stated that efforts to conduct site visits for the 2021 hotel selection process would also occur later this year in an effort to plan ahead.
- ❖ President Gonzalez attended the League CM Department Meeting on June 19. Both the current and incoming President took the floor with incoming President Reva Feldman sharing her goals

and intentions for the coming year. One item in particular was the desire to engage with the next generation of local government leaders, mostly interns but youth in general. There was discussion about MMASC helping the League accomplish this goal.

- ❖ President Gonzalez gave an update regarding Annual Conference Scholarships.
- ❖ President Gonzalez announced Pat Martel as the new ICMA West Coast Regional Director.

5. VICE PRESIDENT'S REPORT

- ❖ Vice President Murguia provided an update on Annual Conference, stating that the team has evaluated over 75 proposals and are 90% finished with finalizing the program. There are a handful of sessions that require approval from President Gonzalez. The Exhibitor Guide is fully designed but still requires content. The golf course has been secured at \$85 per person.
- ❖ Vice President Murguia shared an update about Executive Board Elections, stating that the nomination period would open on July 24 and close August 8 at Summer Session. Voting will take place August 14-28 with a final announcement occurring Thursday, September 12 via separate email rather than September 11 to honor the day.
- ❖ Vice President Murguia reminded the Board to please continue to work on soliciting raffle prizes for Annual Conference.

6. DIRECTOR OF COMMUNICATIONS/SECRETARY'S REPORT

- ❖ Director of Communications Nelson stated her intention to have UberConference up and running for announcement at the Mid-Year Meeting and to begin use in August.
- ❖ Director of Communications Nelson gave a brief update on Region 3's efforts in the Desert.
- ❖ Director of Communications Nelson attended the League's Division Meeting on July 8 in Temecula and informed the Board that there were many wonderful things said about the organization and that the League's upcoming Division Golf Tournament could be an opportunity for MMASC to have additional representation.
- ❖ Director of Communications Nelson informed the Board that she had been in touch with the Elections Committee and that a flyer and WHW schedule had been created.
- ❖ Director of Communications Nelson stated that she had received two raffle prizes for Annual Conference and was waiting to get responses from many others.
- ❖ Director of Communications Nelson shared that she had been in touch with Director of Membership Samario about working on the Veteran membership concept.
- ❖ Director of Communications Nelson reminded everyone to check their Board Reports for accuracy before submitting for the agenda to help save time on editing.
- ❖ Director of Communications Nelson informed the Board that President Gonzalez agreed to touch base with Cal-ICMA, the League, and MMANC to look into interest with co-hosting the State Reception and/or organizing an SC/NC networking breakfast. President Gonzalez asked that the Board inform him of their attendance at ICMA's Annual Conference so that a list of interested persons could be on file.

7. DIRECTOR OF FINANCE/TREASURER'S REPORT

- ❖ Director of Finance/Treasurer Hallett Hinton included a Statement of Activity through June 30, 2019 as part of his report and shared that the checking account contained \$102,723.52 and \$70,268.68 in savings.

- ❖ Director of Finance/Treasurer Hallett Hinton informed the Board that a spreadsheet documenting each Regional Board's event fund balance was distributed via email to each Region and that anyone with questions can reach out to him for more information.

8. DIRECTOR OF PROGRAMMING'S REPORT

- ❖ Director of Programming Martinez informed the Board that she would no longer be able to host nor attend the July 20 Mid-Year Meeting due to personal obligations but thanked the Executive Board for helping take over the meeting. Final RSVP's were requested before the end of the business day.
- ❖ Director of Programming Martinez gave an update on Summer Session, announcing that all speakers had been finalized and that the Committee is working to finalize logistics. She asked for volunteers to introduce speakers and to help manage the registration table. As of this morning, there are 77 registered attendees.
- ❖ Director of Programming Martinez stated that the ICMA Ethics Subcommittee continues to work on two proposals to submit for the League Conference in January 2020.
- ❖ Director of Programming Martinez stated that the next Cal-ICMA Student Chapter & Outreach meeting is scheduled for tomorrow.

9. DIRECTOR OF MEMBERSHIP SERVICES' REPORT

- ❖ Director of Membership Services Samario thanked Director of Programming Martinez for helping her run membership reports while she was on maternity leave.
- ❖ Director of Membership Services Samario informed the Board that as of July 1, membership stands at 820.
- ❖ Region 8 Co-Chair Solis Daniels will send an email advising as to a potential error on the membership list which will be investigated.

10. IMMEDIATE PAST PRESIDENT'S REPORT

- ❖ Immediate Past President Garcia has nothing new to report.

11. REGION CHAIR REPORTS

A. CENTRAL COAST (REGION 1)

- ❖ Region 1 did not have a representative on the call. Their report is on file.

B. CHANNEL ISLANDS (REGION 2)

- ❖ None.

C. DESERT (REGION 3)

- ❖ Region 3 did not have a representative on the call. Their report is on file.

D. INLAND EMPIRE (REGION 4)

- ❖ Representative Hickey informed the Board that Region 4 has finalized an October 10 speed networking event. They are working to secure City Managers to do a panel discussion with Q&A.

E. NORTH LOS ANGELES COUNTY (REGION 5)

- ❖ Representative Lopez announced an August 29 event in the City of Alhambra which will focus on economic development in the city. A networking mixer will conclude the event. More details will be distributed to the Board once they become available, with a flyer and calendar notice being posted in the near future.

F. SOUTH LOS ANGELES COUNTY (REGION 6)

- ❖ Representative Turner shared that the Gateway City Managers event on June 13 was also a success with a Q&A and discussion on work-life balance receiving a lot of compliments from attendees. The Gateway City Managers are interested in collaborating with the Region to host an event focused on encouraging women to become City Managers; a conference call is scheduled for August to go over the details. Their next meeting will be a breakfast in June in La Mirada where they hope to have a longer session focused on succession planning.
- ❖ Representative Turner informed the Board that they are looking to reschedule their April Dress for Success event and are working to schedule the Long Beach EOC Tour for August or September. The Long Beach City Manager has also mentioned an interest in our membership touring their new City Hall.

G. ORANGE COUNTY (REGION 7)

- ❖ Representative Karaguezian informed the Board that the Region's recent New Fiscal Year event was a success with approximately 20 members in attendance. Photos of the event are included in their report. Their Region has seen positive feedback on their approach to send personal invitations to their membership.
- ❖ Representative Karaguezian stated that the Region was working on a lunch and learn, another informal event, and their annual OCCMA luncheon.

H. SAN DIEGO COUNTY (REGION 8)

- ❖ Region Co-Chair Solis Daniels stated that the Region has received 17 RSVP's thus far for their upcoming social mixer at the Yard House in Carlsbad and invited the Board to attend.
- ❖ Region Co-Chair Solis Daniels stated the Board's intent to cross-promote the Padre event with neighboring Regions in the hopes of having a larger turnout.
- ❖ Region Co-Chair Solis Daniels gave a brief update on the Region's efforts to plan future events and informed the Board that the Region was continuing to look into MMASC merchandise which would be available to region event attendees and ordered sustainably rather than in bulk as swag.
- ❖ Director of Communications Nelson stated that she is aware of the hyperlink error on the Padre Game flyer in the WHW and that it will be fixed by the time next week's newsletter goes out.

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

- ❖ None.

13. EXECUTIVE DIRECTOR'S REPORT

- ❖ Executive Director Kilkenny stated that he would look into the email issues Board members have been having and asked that the Board forward him any examples of these issues so he can try to troubleshoot the problem.

14. UNFINISHED BUSINESS

- ❖ None.

15. NEW BUSINESS

- ❖ None.

16. ANNOUNCEMENTS / GOOD OF THE ORDER

- ❖ President Gonzalez reiterated the request for all Mid-Year Meeting RSVP's to be in by the end of the day and reminded everyone to register for Summer Session and Annual Conference, paying particular attention to Annual Conference hotel bookings because of the speed with which the room block is filling up.

17. ADJOURNMENT

- ❖ President Gonzalez adjourned the Board of Directors Meeting at 9:47 AM.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: August 21, 2019

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

RECOMMENDATION

Receive and file

BACKGROUND AND DISCUSSION

University Outreach: We have been invited to speak at an MPA class at Cal Poly Pomona University on November 4. Director of Communications/Secretary Nelson and I will be presenting about MMASC to this group of MPA students and we will also be bring a City Manager along with us to discuss their experience in how professional development has shaped their career path.

ICMA Annual Conference Meet Up: If any of you are attending the ICMA Annual Conference in Nashville, TN, please let me know as soon as possible. We are going to be coordinating a meet up with our counterparts at MMANC.

League of California Cities Update: Kurt Wilson, former City Manager for the City of Stockton has notified the League of California Cities that he has separated from city service and resigned his position as President of the City Managers' Department. In accordance with the bylaws, Reva Feldman, City Manager of the City of Malibu/President-Elect will begin her service as President.

Alliance for Innovation BIG Ideas: I will be attending the Alliance for Innovation BIG Ideas event on September 13-15, 2019 in Clearwater, FL representing MMASC.

Through our Affiliate Agreement with the Alliance for Innovation, they have provided me with comped registration to attend this event. In addition, I will be setting up time to meet with their staff to discuss future partnership opportunities to help cross-promote both of our organizations.

#ELGLInspire: We were recently informed from ELGL that they will need to reschedule their Pepperdine University event that was originally on the calendar for September 30, 2019. They will be pushing this event to the Spring of 2020. More information will be provided as we get closer to this date.

Mentorship Program: Joey Garcia, Region 6 Board Member is currently chairing the Mentorship Program. Since the program began, we had one mentee drop out. Here is an update on the current seven pairs of mentees and mentors:

Mentee	Mentor
Jorge Godinez Administrative Analyst City of Long Beach	Kevin Chun Assistant City Manager City of Paramount
Matthew Ballew Management Aide City of Costa Mesa	Antonio Castro-Graham Assistant to the City Manager City of Huntington Beach
Karla Tavera Management Analyst City of Ontario	Lynn Kelly-Lehner Principal Management Analyst City of Temecula
David Lisle MPA Student California State University, San Bernardino	Dan Flores Chief of Staff County of San Bernardino
Spencer Winkle Executive Office Intern SunLine Transit Agency	Amy Change Administrative Officer City of Ontario

Gregory Pytlak Staff Services Analyst CalTrans	Peter Castro Deputy City Manager City of Indian Wells
Denise Garzaro Clerk of the Boards South Cost Air Quality Management District	Rachel Barbosa Deputy City Manager City of South El Monte

A follow-up check-in will be held in September and a survey will be released in November to analyze the success of the program.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: August 21, 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

Welcome to UberConference! I hope everyone has been enjoying their experience with the new platform. I have received many requests for call scheduling and have gotten a handful of compliments about how easy the UberConferencing system has been.

Mid-Year Meeting. Thank you to everyone who came out to the Mid-Year Meeting in Ontario. We had a small group but excellent dialogue and are excited about how to make the second half of 2019 a successful year for everyone.

ICMA Annual Conference. I will be in attendance at the ICMA Annual Conference in Nashville this October as a Planning Committee member representing MMASC. Earlier this month, the Executive Board discussed reaching out to Cal-ICMA, MMANC and the League to potentially partner on the State Reception and/or to organize an opportunity for MMASC/MMANC members to network over breakfast during the conference.

Communications Efforts. I have been working with Kevin and Tanya to address lingering questions and discrepancies with our communications efforts, including questions about backup accessibility to our social media, evaluating which content belongs on which platforms, and analytics. Much of this is in the early stages but as I

gather more information, I will be sure to share it with the group. One analytic to share is that the website traffic from the regional photo banner on the homepage has seen an increase. In the two months since the image was posted to the website, the Regions page has seen 146 unique views. This is up from the 115 unique views in the prior two-month period (26.95%).

WHW & Social Media Items. I am out of the office until September 3. Please be sure to send any items you want included on social media or in the WHW directly to Tanya Spiegel at tspiegel@ontarioca.gov

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: August 21, 2019

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

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Summer Session

A big thank you to the Summer Session Committee: Stephanie Boyce and Matt Hickey!
Thank you to the volunteers working the registration table and speaker introductions.
I've received a lot of positive feedback!

Cal-ICMA Ethics Committee

- We submitted the proposal for the League's CM conference in February 2020 for an ethics panel.

Cal-ICMA Student Chapter & Outreach (Talent Initiative)

- Meeting 8/15/19

Misc.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: August 21, 2019

To: MMASC Executive Board of Directors

From: Adam McWey, Region 3 Chair
P.J. Gagajena, Region 3

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

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

2 Events have recently been scheduled and added to the MMASC Website's calendar and the What's Happening Wednesday newsletter. The events are;

Eastern Riverside County EOC Tour and Panel Discussion (9/17/2019):

Attendees will tour the EOC center and then have the opportunity to listen to a panel discussion focusing on multiagency coordination during a major disaster. The Panel will consist of three local emergency response officials;

1. Oscar Gutierrez, Indian Wells' SET Officer
2. Dennis Day, Indio Emergency Services Coordinator
3. Robert Fish, Division Chief, Fire Department

Polo Games Mixer (1/26/2020):

A space in the VIP area will be reserved for MMASC, currently 2 tables for 8 people, has been reserved for matches at 12 PM and 2 PM. A Save the Date flyer has been distributed to regional membership. We are inquiring with local organizations about sponsoring the event.

Events Calendar

Tuesday, September 17, 2019 – E. Riverside County EOC Tour & Panel Discussion

Sunday, January 26, 2020 – Polo Games Mixer

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: August 21, 2019

To: Board of Directors

From: Region 4

Subject: REGION 4 UPDATE

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Region 4's next event is an outreach event where MMASC members will have an opportunity to pay it forward. We will be networking with MPA students from the University of La Verne. In addition to networking we will have a panel of three City Managers who will discuss their journey. This event is a free event! We're expecting approximately 30 students which means we will need at minimum 15 members. The event has been added to the calendar which is confirmed for October 10th.

As our region covers a large area, our next event will be in Menifee for the convenience of our members in Riverside County. We will be hosting a personal development event. Jonathan Nicks, who is the Community Services Director will be presenting "Are you a Triple Threat Leader?"

Our third and final event is expected to be in Rancho Cucamonga. We plan to make this a training event to show the benefits of data analysis and how to best communicate to the public. We also plan to make this later in the year for the first week of December.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: August 21, 2019

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

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Based on the survey of the Region 7 membership and outreach goals discussed at the Board of Director's Mid-Year Meeting the Region 7 board has planned the following upcoming events:

1. **Lunch and Learn:** Date and event details are forthcoming.
2. **Annual Orange County City Manager Association (OCCMA) Luncheon & Speed Coaching:** Event planning is underway for October 7, 2019. This event is always a great opportunity to connect with local city managers and receive invaluable career advice.
3. **University Outreach:** Partnership with CSU, Fullerton M.P.A. Honors Society Pi Alpha Alpha. On Thursday, October 10 from 5:00 – 6:45 p.m. Region 7 CSUF MPA alumni Hayley Gilbert, Kirsten Graham and Ryan Hallett will give a presentation about MMASC, take questions, and network. This program will be beneficial to the student's professional development pursuits and help attract new members.