



Board of Directors Meeting

AGENDA

September 14, 2017

3:00 PM

Conference Call Phone: (650) 479-3207

Access Code: 195 909 146

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 Services, Izzy Murguia
- ___ Immediate Past President, Alma Janabajab
- ___ Region One Co-Chairs, Jill McMahon & Dominique Samario
- ___ Region Two Co-Chairs, Matthew Cuevas, Ryan Kintz & Joana Smith
- ___ Region Three Co-Chairs, Kristen Nelson & Scott Trujillo
- ___ Region Four Co-Chairs, Amy Chang, Lynn Kelly-Lehner & Sean McGovern
- ___ Region Five Co-Chairs, Paolo Kespradit, Brittany Mello, Tamar Sadd, & Laena Shakarian
- ___ Region Six Co-Chairs, Joey Garcia, Michael Johnston, Ani Keshishian, Richard Luna & Dia Turner
- ___ Region Seven Co-Chairs, Ryan Hallett, Amber Haston, Lori Karaguezian, & Maggie Le
- ___ Region Eight Co-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. ***APPROVAL OF MINUTES***

- ❖ That the Board of Directors approve the minutes for the August 10, 2017 Board of Directors Meeting.

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

August 10, 2017

3:00 PM

1. CALL TO ORDER

- ❖ President Parseghian called the meeting to order at 3:07 PM.

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
- ✓ Region One Co-Chairs, Jill McMahon & Dominique Samario
- ✓ Region Two Co-Chair, Matthew Cuevas
- ✓ Region Three Co-Chair, Kristen Nelson
- ✓ Region Four Co-Chairs, Lynn Kelly-Lehner & Sean McGovern
- ✓ Region Six Co-Chair, Michael Johnston
- ✓ Region Eight Co-Chair, Monica I. Martinez
- ✓ ICMA Representatives, Dave Mora & Tony Winney
- ✓ Institute for Local Government Representative, Melissa Kuehne
- ✓ Executive Director, Kevin Kilkenny

3. APPROVAL OF MINUTES

- ❖ The Board of Directors approve the minutes for the June 8, 2017 Board of Directors Meeting. Moved by President Parseghian, seconded by Vice President Garcia.

4. PRESIDENT'S REPORT

- ❖ President Parseghian gave an update on his efforts with the California Contract Cities City Manager's Association in organizing a joint event to be held at USC. The event will be held on November 16. He also mentioned that the Executive Board approved to donate 25% of the events registration profits to CCCMA.
- ❖ Mr. Parseghian also gave an update on the City Manager's Department Meeting that he attended in Costa Mesa. He also informed the Board of Directors that he was approached by incoming Chair Jim Lewis to thank MMASC for inviting him and his fellow City Manager's to events.

5. VICE PRESIDENT'S REPORT

- ❖ Vice President Garcia gave an update on the 2017 Annual Conference, which will be held on October 25-27 at the San Diego Marriott La Jolla. She also mentioned that registration is now open and the early bird deadline will be September 15, 2017.
- ❖ She mentioned information about hotel reservations and also stated the Communications & Marketing Committee is working on finalizing designs to promote this event.

6. DIRECTOR OF COMMUNICATIONS/SECRETARY'S REPORT

- ❖ Director of Communications/Secretary Gonzalez gave a brief update on the 2017 Summer Session that was held at the Ontario Convention Center on July 20. He stated that the total revenue to MMASC from the event was \$1,921.40 (pending final verification from Director of Finance/Treasurer Hernandez).
- ❖ He also mentioned that the updated Membership Brochure is being finalized and will be available soon for the Board of Directors use. In addition, he mentioned that if any other marketing materials are needed to contact him.
- ❖ He reminded the Board of Directors to utilize the What's Happening Wednesday e-newsletter as a way to promote their events but to also share information to the membership. If anyone has content to include in this newsletter, please contact him.

7. DIRECTOR OF FINANCE/TREASURER'S REPORT

- ❖ Director of Finance/Treasurer Hernandez reviewed the statement of activity from January through July 2017.
- ❖ He mentioned that the current balance in the checking account is \$77,976 and the savings account has a balance of \$60,230.
- ❖ He also gave an update on sponsorship information and noted that total sponsorships received to date is \$26,975 but the adopted budget has an estimated amount of \$40,000 in sponsorships.

8. DIRECTOR OF PROGRAMMING'S REPORT

- ❖ Director of Programming Spiegel congratulated the Summer Session Committee on their hard work on a successful event.
- ❖ She welcomed Michael Johnston and Joey Garcia to the Region 6 Board.
- ❖ She also gave a recap of some past regional events and also presented the upcoming events and programs coming up.
- ❖ Director of Programming Spiegel gave a few friendly reminders to the Regional Board Members to advertise their events, submit event reports, and to take photos.
- ❖ Ms. Spiegel also gave an update on the Cal-ICMA Ethics Committee. She noted that they are working on putting together a session for the League of California Cities City Manager's Department Meeting. The session will be *The Great Ethical Divide: City Managers vs City Councils*.

9. DIRECTOR OF MEMBERSHIP SERVICES' REPORT

- ❖ President Parseghian gave Mr. Murguia's report on his behalf.
- ❖ Director of Membership Services Murguia gave an update on the membership as of July 27, 2017. He noted that the MMASC Membership stands at 731.

10. IMMEDIATE PAST PRESIDENT'S REPORT

- ❖ No report.

11. REGION CHAIR REPORTS

A. CENTRAL COAST (REGION 1)

- ❖ Region Co-Chairs McMahon and Samario gave a recap on their event with Region 2 on July 27.
- ❖ They also noted that they are looking forward to their next event on August 24, which is a tour of the Santa Barbara County Emergency Operations Center.

B. CHANNEL ISLANDS (REGION 2)

- ❖ Region Co-Chair Cuevas gave a recap on their event with Region 1 on July 27.

C. DESERT (REGION 3)

- ❖ Region Co-Chair Nelson gave an update on membership in the Desert Region. She mentioned that they have welcomed 11 new members in the last four months.
- ❖ She also gave a recap on their event, *Pre-Summer Session Get Together*.
- ❖ They will also be holding an event on August 24 in the City of Indian Wells.
- ❖ The Co-Chairs are also working on putting together a 2017 Year End Event and preparing for two upcoming events in early 2018, focusing on the Indio Polo Grounds and the Indian Wells Tennis Gardens.

D. INLAND EMPIRE (REGION 4)

- ❖ Region Co-Chairs McGovern and Kelly-Lehner gave a recap on the Temecula Valley Wine Tasting event. They are working on a final event report, which they will present at the next Board of Directors Meeting.
- ❖ They also noted that their next event will be held on August 17, 2017, titled *The Science of Successful Organizational Leadership*. This workshop is CGL approved.
- ❖ Their final event for the year will be held on December 6, 2017, with a presentation from the Alliance for Innovation. This event will be held at the City of Temecula.

E. NORTH LOS ANGELES COUNTY (REGION 5)

- ❖ Director of Programming Spiegel gave the Region 5 report on their behalf.
- ❖ The Region 5 Board is brainstorming on events to put on in the region. They discussed potential topics to hold such as Creating Smart Cities, Developing Public-Private Partnerships; and Adapting Organizational Behavior for the 21st Century.
- ❖ They are also working on their event on December 7, which will be a holiday mixer.

F. SOUTH LOS ANGELES COUNTY (REGION 6)

- ❖ Region Co-Chair Johnston stated he is looking forward to assisting the Region 6 Board.

G. ORANGE COUNTY (REGION 7)

- ❖ Vice President Garcia gave the update on behalf of the Region 7 Board.
- ❖ The Region 7 Board is working on their next event, which is a partnership with OCCMA on Wednesday, October 4, 2017.
- ❖ They are also working on exploring additional networking and clean-up events for the remainder of 2017.

H. SAN DIEGO COUNTY (REGION 8)

- ❖ Region Co-Chair Martinez gave a recap on their social and networking event that was held on May 11 at the Stone Company Store, located in downtown San Diego.
- ❖ The Region Co-Chairs are working on details for their signature San Diego Padre baseball game at Petco Park, which is scheduled on Saturday, September 23, 2017. To date, the Region Board has secured three sponsors to help cover expenses for this event. The sponsors are EDCO, NV5 and West Coast Arborists, Inc.
- ❖ The Region Board is also planning a social networking event in February 2018 and a professional workshop for April/May of 2018.

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

- ❖ Dave Mora gave an update regarding the upcoming ICMA Annual Conference.
- ❖ Tony Winney presented that the Dave Mora will be a recipient of the ICMA Distinguished Service Award. Congratulations to Dave Mora.
- ❖ Melissa Kuehne gave an update on the ILG resource center, which is up on their website for information.

13. EXECUTIVE DIRECTOR'S REPORT

- ❖ Executive Director Kilkenny gave an update on the new email provider. He asked that if anyone is continuing to receive large spam email to contact him.

14. UNFINISHED BUSINESS

- ❖ None.

15. NEW BUSINESS

- ❖ None.

16. ANNOUNCEMENTS / GOOD OF THE ORDER

- ❖ None.

17. ADJOURNMENT

- ❖ President Parseghian adjourned the meeting at 3:52 PM.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: September 14, 2017

To: Bard 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. Mr. Parseghian participated in a conference call with the CCCMA president and USC representative to discuss the events logistics. The date of the event is set for November 16th. More information to follow. USC will handle the logistics of the event. MMASC will be a partner with CCCMA.

At the last full board call, Mr. Parseghian, asked region board members to work with Tanya Spiegel, Director of Program, on providing region accomplishments that could be used for the Presidents State of the Organization at the Annual Conference. Mr. Parseghian is reminding the Region Boards to submit their information to Ms. Spiegel.

Mr. Parseghian, formed a Corporate Partnership Committee. The Committee will focus on securing corporate partners for the upcoming Annual Conference. Mr. Parseghian, would like to have two region board representatives on the Committee. To date, only executive board members have volunteers. The Committee will be finled on Tuesday, September 19th, 2017. Region board members should volunteer before that date.

Finally, Mr. Parseghian along with the hotel selection committee, will be working on the 2019 Annual Conference Hotel Selection.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: 09/14/2017

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. Early Bird Registration rates end this Friday, 9/15. Izzy and I would like to thank all the committee members for their hard work. Session spotlights are coming out every several days to reveal more details about sessions and speakers. Hotel reservations are also available using the link on our website. We have limited space remaining in our hotel block and are working to secure a back-up hotel to use in case of a sell-out. For those of you planning to attend that have not yet registered, we encourage you to do so as soon as possible.

We are seeking Executives to participate in our Speed Coaching session as well as our Brunch with an Executive on Friday morning of the conference (10/27). If you have someone in mind, please let Izzy know.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: September 14, 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

Step And Repeat: We ordered a Step and Repeat for the Annual Conference that has the new MMASC logo on it, which can also be used for future events.

Whova Conference App: Whova has been consistently updating their platform to include some additional features that we haven't been able to use before. I am excited to reveal some of these at the Annual Conference and engage more with conference attendees.

Annual Conference Marketing: I have been working with Marketing & Communication Chair, Amber Haston on creating marketing materials for the Annual Conference. If there are any other graphics or designs that need to be created before the Annual Conference, please let me know ASAP.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: September 14, 2017

To: Board of Directors

From: Alex Hernandez

Subject: TREASURER UPDATE

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Attached is a statement of activity for January through August 2017. Summer Session expenses have been paid with a few invoices for other services outstanding. A lump sum payment of \$35,132 was sent to the host hotel last week for the annual conference. The available balance in our checking account can cover these expenses.

As of today, the balance in our checking account is \$98,482. The savings account balance is \$60,232.

So far, sponsorships from annual corporate partners total \$31,475. The adopted budget has \$40,000 expected from sponsors this year with additional sponsorships expected before the annual conference.

MMASC
Statement of Activity
 January - August, 2017

End of Year 2016		\$ 92,894.00
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Revenue

Annual Conference Revenue		25,769.89
CGL Program Application		75.00
Membership Due		36,262.39
Regional Events Revenue		10,308.39
Sponsorship		31,475.00
Summer Session Revenue		12,976.77
Uncategorized Revenue		2,336.35
Winter Forum Revenue		8,780.51
Women's Leadership Summit Revenue		19,181.41
Total 2017 Revenue		\$ 147,165.71

Expenditures

Annual Conference		78,625.74
Copies & Postage		212.40
Dues & Subscriptions		4,947.53
Executive Board Retreat		66.92
Mid-Year Meeting		140.93
Office Expenses		339.92
Other General and Admin Expenses		18,166.66
Promotional		736.45
Regional Event		7,948.86
Summer Session		11,590.09
Taxes & Licenses		720.00
Travel		1,132.15
Travel Meals		68.94
Uncategorized Expense		1,249.00
Website		12,284.62
Winter Forum		4,503.27
Women's Leadership Summit		7,376.30
Total 2017 Expenditures		\$ 150,109.78

		Available Revenue		\$ 240,059.71
		Total Expenditures		\$ (150,109.78)
		Balance		\$ 89,949.93

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: September 14, 2017

To: Board of Directors

From: Tanya Spiegel, MMASC Director of Programming

Subject: PROGRAMMING UPDATES

RECOMMENDATION

Receive and File.

BACKGROUND AND DISCUSSION

Regional Events / Programming Recap: All Regions have done an outstanding job with their events / programs held so far this year. There is energy within the Regions and it is very encouraging to see the opportunities that our members have to connect with MMASC.

Upcoming Region Events / Programs: Region 5 (North Los Angeles County) will be hosting "Tools to Financial Savviness" on Thursday, September 21 at the Monrovia Public Library from 2:30 PM – 4:30 PM; Region 8 (San Diego County) will be having their signature San Diego Padres game event at Petco Park on Saturday, September 23; Region 7 (Orange County) will be having the annual OCCMA/MMASC Networking Luncheon on Wednesday, October 4 from 11:30 AM – 1:30 PM.

Friendly reminder:

- It is recommended to advertise your events 1-2 months in advance. If you have any questions or need assistance, please do not hesitate to contact me.
- Submit your after event reports (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).
- Please be sure that you are using the correct marketing materials when

promoting MMASC (Event Flyer Template, Event Registration Form, Membership Brochure, etc). Each of these documents are uploaded in Basecamp under Board Member Resources.

- Don't forget to take photos and post those in Basecamp in your respected Regional Campfires. We want to capture all of the amazing things occurring throughout the Regions.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: September 14, 2017

To: Executive Board

From: Izzy Murguia, MMASC Director of Membership

Subject: MEMBERSHIP REPORT

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

This report reflects current membership numbers as well as the status of membership that occurred during the month of August 2017. At the time this report was submitted, MMASC Membership stands at 768. For the month of August, there were 26 new members and 24 non-renewing members during this same time period. The following are the membership numbers for each region: Central Coast (63), Channel Islands (38), Desert (26), Inland Empire (116), North Los Angeles County (149), South Los Angeles County (126), Orange County (152), San Diego County (78) and Other (18).

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

<u>Member Groups</u>	<u>Members</u>
Full Members	610
Honorary members	85
Student members	38
Business members	34
Total members	743

During the closing months of 2017, I intend to work with the Regions to obtain event attendee information and follow-up with attendees who are not currently members with membership information (MMASC Membership Brochure). For the month of August,

membership information was sent out to several participants that attended the Region 4, Science of Organizational Leadership, event on August 17 and Region 3, Governing Outside the Lines, event on August 24. Moreover, I look forward to continuing MMASC University Partnership efforts with the University of La Verne and Pepperdine University when the fall semester convenes later this month and in October.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: September 14, 2017

To: Board of Directors

From: Jill McMahon & Dominique Samario, Region 1

Subject: REGION 1 UPDATE

RECOMMENDATION

Submit and File

BACKGROUND AND DISCUSSION

Region 1 recently scheduled a tour of the Santa Barbara EOC. Unfortunately, due to low response the event had to be cancelled. We have solicited our members for interest in rescheduling this event in the future.

Region 1 is looking to schedule a Nordstrom Dress for Success event in November. We will be ironing out the details of this in our regional board meeting this month. We plan to see if we can partner with UCSB and potentially get some students involved and interested in this region's membership. These details will be sent out once we have worked with Nordstrom and have established a date.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: September 14, 2017

To: Board of Directors
From: Kristen Nelson, Region 3 Co-Chair
Subject: DESERT REGION UPDATES

RECOMMENDATION

Board **RECEIVES** and **FILES** the Desert Region update report.

BACKGROUND AND DISCUSSION

Membership:

We are happy to announce that the Desert Region has 26 members as of the September 2017 Membership Report! We are thrilled to have such an energetic group of new members and are pleased to find continued interest in existing membership as well. We continue to reach out and have high hopes for the future.

Annual Conference:

We are excited that Desert members will be presenting one of the CGL courses at Annual Conference this year! As of Monday, we have 11 Desert Region members registered to attend and have been informed that more members are planning to register as well so we will have quite the presence! We are working on having Thursday's "dinner on your own" be a Region Dinner so we have the chance to connect and discuss their experience.

Events:

- **Success with Jeremy Culuko.** The professional development event on August 24th with San Diego's Jeremy Culuko was a success. Thank you to Tanya for attending and providing support from the Executive Board! We had 11 people in attendance and most were new faces which was great. Jeremy was an

engaging, interactive presenter who offered relatable insight and real examples for how staff can improve efficiencies through performance analytics and operational intelligence. We received very positive feedback and look forward to hosting other professional development events in the future.

- **2017 Year End Event.** Scott and I were trying to organize a joint event with the CVWD but they have informed us that they will not be available to do so for the remainder of the year. We continue to work with them (see below) and are still looking to host another professional development event which will likely occur sometime in November. We are currently reviewing prospective topics.
- **January 2018 Polo.** Scott has locked in January 28th for our Desert Region January Mixer at the Indio Polo Grounds. The event is a whole day in the VIP section (with parking) and includes a morning match, a champagne divot stomp, and an afternoon match. We will work towards finding a sponsor for the event that would be willing to provide all attendees with a drink ticket. Once their 2018 F&B menu is available we will be able to look it over to decide what to provide and can better estimate what we should charge for the event. Suggestions on possible sponsors would be much appreciated.
- **March 2018 Tennis.** The Indian Wells Tennis Gardens continue to work with us on organizing an event on the grounds *during* the BNP Paribas! Arrangements for Tuesday, March 6th during opening week are being negotiated. Attendees would have the opportunity to watch placement matches, network, and take a guided tour. The event will likely take place in one of the suites or in a private room with a cash bar and heavy appetizers (depending on cost). This event will likely require sponsorship assistance due to cost and will have a registration fee which has yet to be determined. Space will be limited. This could be an opportunity for us to attempt to involve Coachella Valley CM's and CCMF.

Prospective Local Partnerships:

- **CVWD.** Our connection at CVWD (Heather Engle) has decided not to partake in a joint event later this year as Scott and I had hoped, however she keeps in

touch with us and has been willing to share our materials with staff. Our professional development event in August had 5 non-members from CVWD in attendance and one of them has become a member since attending, giving us four members from their organization. We will continue to pursue this opportunity.

- **CSUSB.** Jonathan Anderson, Public Administration Department Chair for CSUSB's local campus has agreed to let us advertise MMASC in their bi-monthly newsletter. Once we receive marketing materials from Nick we will provide them to Mr. Anderson and see where that connection takes us!
- **UCR.** Indian Wells' new Management Analyst is an MMASC Member and has connections with UCR. He has offered to connect Scott and I with committees and groups that may result in increased membership and awareness at the local campus.
- **College of the Desert.** I have been informed that the COD has weekly University Hour events, (2) hour time slots during the week where speakers of all varieties can come present to students. We are considering having MMASC be one of those presenters in the Fall.

Photos (on next page):

August 24, 2017: Jeremy Culuko speaks with Desert Region attendees about adjusting their focus from saving money to saving time in order to improve efficiencies.



Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: September 14, 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

Region 4 successfully hosted the Science of Successful Organizational Leadership on August 17, 2017. Juliana de Beers from JB Whitney and Associates led a dynamic and engaging discussion that combined current neuroscience with cultural anthropology to provide leaders with new techniques to be effective with all personnel. Understanding how the brain works enables you to tap into success with a higher percentage of employee engagement. Fifteen behaviors are taught as the "how to", bridging theory to application. This event was also an MMASC Credentialed Government Leaders (CGL) qualified session.

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

BOARD COMMUNICATION

Date: September 14, 2017

To: Board of Directors
From: Tamar Sadd, Region 5
Subject: **REGION 5 MONTHLY UPDATE**

RECOMMENDATION

Receive and File

BACKGROUND AND DISCUSSION

Region 5 continues planning/marketing efforts for our Tools to Financial Savviness event with speaker Matt Hawkesworth, Director of Finance for the City of Pasadena. The event is scheduled for Thursday, September 21 from 2:30-4:30pm at the Monrovia Public Library. The event will be free for MMASC members and will cost \$5 for non-members. Event information and flyer have been posted to the Upcoming Events section of the MMASC website and marketing efforts are on-going. There are currently 12 individuals registered for the event, in addition to the Region 5 Board. The speaker will discuss how to assess the key financial measures of an agency's health including how to know if your agency is on sound financial footing, interpreting key components of the Annual Budget and Comprehensive Annual Financial Report (CAFR), Capital Project accounting, and understanding looming CalPERS and pension costs. Attendees will be invited to a networking mixer at 38 Degrees in downtown Monrovia.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: September 12, 2017

To: Board of Directors

From: Region 7 Co-Chairs

Subject: REGION 7 MONTHLY UPDATE

RECOMMENDATION

Receive and File

BACKGROUND AND DISCUSSION

All Region 7 board members have been very active this past month by serving on various committees as part of the 2017 Annual Conference.

Region 7 will be co-hosting its signature event, which is a networking luncheon with the Orange County City Manager Association (OCCMA) on Wednesday, October 4, 2017. This is an excellent opportunity for MMASC members to network with Orange County's city managers and assistant city managers. The luncheon will include a panel of local government leaders who will speak about their experiences as "acting" and "interim" city managers as well as a roundtable speed-coaching component. We expect to have event registration open by Friday, September 15, 2017.

Region 7 continues to explore additional networking and clean-up events for the remainder of 2017 and will keep everyone apprised.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: September 14, 2017

To: Board of Directors

From: Region 8 Co-Chairs

Subject: SAN DIEGO – REGION 8 UPDATE

RECOMMENDATION

Receive and File

BACKGROUND AND DISCUSSION

Region 8 held a conference call on September 12, 2017. The Board discussed our upcoming signature San Diego Padres baseball game event at Petco Park. To date there are 27 registrants, including MMASC members and non-members. The game is scheduled for Saturday, September 23, 2017. The Padres will be playing the Colorado Rockies. This will be an evening game. Food and drinks will be provided. Attendees should plan to arrive one hour prior to game time and meet in the Sun Diego Beach seating area. Region 8 obtained three sponsors for this event – EDCO (\$1,000), NV5 (\$500) and West Coast Arborists, Inc. (WCA) (\$500).

In addition, co-chairs discussed planning a brewery tour social networking event in 2018 and possibly co-hosting upcoming events with other organizations.

Lastly, Co-Chair, Sam Merrill, will be Region 8's representative on the Corporate Partnership Committee.