



Board of Directors Meeting

AGENDA

October 21, 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
- ___ 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, 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 & Shaunna Hunter
- ___ 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
September 16, 2020

1. CALL TO ORDER

- ❖ President Murguia called the Board of Directors Meeting to order at 9:04 AM.

2. ROLL CALL

- ✓ President, Izzy Murguia
- ✓ Vice President, Kristen Nelson
- ✓ Director of Communications/Secretary, Tanya Spiegel
- ✓ Director of Programming, Paolo Kespradit
- ✓ Region 2 Co-Chair, Katrina Maksimuk
- ✓ Region 4 Co-Chair, Tara Magner
- ✓ Region 5 Co-Chair, Alfa Lopez
- ✓ Region 6 Co-Chair, Dia Turner
- ✓ Region 7 Co-Chair, Joseph Cisneros
- ✓ Region 8 Co-Chairs, Dave Richards
- ✓ ICMA Representative, Pat Martel
- ✓ Executive Director, Kevin Kilkenny

Absent:

Director of Finance/Treasurer, Dominique Samario
Director of Membership Services, Ryan Hallett Hinton
Immediate Past President, Nicholas Gonzalez
Region 1 Co-Chairs
Region 3 Co-Chairs
League of California Cities Representative, Meghan McKelvey
Institute for Local Government Representative, Melissa Kuehne
MMANC Representative, Jessica Deakyne

3. APPROVAL OF MINUTES

- ❖ President Murguia presented the minutes from the Board of Directors Meeting on Wednesday, July 15. Motioned by Director of Programming Kespradit, seconded by Region 4 Co-Chair Magner. Vice President abstained. The Board of Directors approved the minutes.
- ❖ President Murguia presented the minutes from the Mid-Year Board of Directors Meeting on August 15. Motioned by Region 4 Co-Chair Magner, Director of Programming Kespradit. Vice President abstained. The Board of Directors approved the minutes.

4. PRESIDENT'S REPORT

- ❖ President Murguia provided an update on the Annual Conference. He thanked everyone on Committee for all of their assistance in the planning of the Conference.

- ❖ President Murguia provided an update on the Fall Webinar Series. There are a total of six webinars part the series and he is receiving a great response for these.
- ❖ President Murguia provided an update on the 2020-21 Elections, specifically for those interested in serving on the Executive Board. Those that are interested in serving on the Executive Board and have questions, please email president@mmasc.org.
- ❖ President Murguia provided information on the Alliance for Innovation's Local Government Week to be held the last week of February 2021. More information will be provided when additional details are provided.
- ❖ President Murguia will be attending the 2020 ICMA Virtual Annual Conference September 23-26 and the League of California Cities Annual Conference October 7-9.
- ❖ President Murguia will be participating on an MPA panel on November 19.

5. VICE PRESIDENT'S REPORT

- ❖ Vice President Nelson thanked everyone for the warm welcome back.
- ❖ Vice President Nelson thanked President Murguia for assisting the Annual Conference Programming Committee for his assistance in submitting the four sessions for CGL credit.
- ❖ Vice President Nelson provided an update on the Veteran Scholarships for the Annual Conference. As of September 3, there were no applications received for this scholarship. She will be working with President Murguia on reaching out to the current Veteran Members to see if they would be interested in applying for the scholarship/attending the Annual Conference.
- ❖ Vice President Nelson was not able to participate in the USC CMF Board Call on September 3; however, plans to attend the tentative October 9 meeting.
- ❖ Vice President Nelson provided an update on the Annual Conference.
- ❖ Vice President Nelson will be participating on the Region 7 Panel with the California State University, Fullerton MPA Internship Class at the end of September.
- ❖ She will also be attending the 2020 ICMA Annual Conference September 23-26 and the League of California Cities Annual Conference October 7-9.

6. DIRECTOR OF COMMUNICATIONS/SECRETARY'S REPORT

- ❖ Director of Communications/Secretary Spiegel provided an update on the Annual Conference Communications & Marketing Committee. She thanked Region 2 Co-Chair Royas and Region 4 Co-Chair Cuadras for their assistance on the marketing materials for the Conference.

7. DIRECTOR OF FINANCE/TREASURER'S REPORT

- ❖ President Murguia provided Director of Finance/Treasurer Samario's report on her behalf.
- ❖ As of September 10, there is \$106,698 in the checking account and \$75,288 in the savings account.
- ❖ Director of Finance/Treasurer Samario is working with Director of Communications/Secretary Spiegel and Region 7 Member Lori Karaguezian on the women's leadership-focused session part of the Fall Webinar Series.

8. DIRECTOR OF PROGRAMMING'S REPORT

- ❖ Director of Programming Kespradit thanked everyone for their attendance and participation in the Mid-Year Board of Directors Meeting.
- ❖ Director of Programming Kespradit informed the Board of Directors that the Executive Board will be having a Special Executive Board Meeting to discuss Midyear Meeting will be held on Saturday, August 15. Details will be emailed out.

9. DIRECTOR OF MEMBERSHIP SERVICES' REPORT

- ❖ President Murguia provided an update for Director of Membership Services Hallett Hinton.
- ❖ As of September 14, the membership stands at 797. The renewals are coming in a little more frequently.
- ❖ Director of Membership Services Hallett Hinton will be working on updating the Honorary Membership List.

10. IMMEDIATE PAST PRESIDENT'S REPORT

- ❖ None.

11. REGION CHAIR REPORTS

A. CENTRAL COAST (REGION 1)

- ❖ None.

B. CHANNEL ISLANDS (REGION 2)

- ❖ Region 2 Co-Chair Maksimuk provided an update on their future virtual events and programs. They will be hosting a grant writing webinar in October with California Consulting, Inc. and the annual City Managers “Luncheon” in November or December. The theme for the luncheon will be Employee Morale as that was the most requested topic from the survey that was sent out to the Channel Islands Region Members.
- ❖ Region 2 Co-Chair Maksimuk informed the Board of Directors that one of the responses on the survey that they sent out was having a Retiree Membership Level within MMASC. President Murguia thanked her for that information and recommended that she submit it as a Bylaw Amendment.

C. DESERT (REGION 3)

- ❖ None.

D. INLAND EMPIRE (REGION 4)

- ❖ Region 4 Co-Chair Magner provided information of their upcoming Legislative Affairs Workshop on September 30. This workshop is in partnership with the City Clerks Association of California (CCAC).
- ❖ Region 4 Co-Chair Magner informed the Board of Directors that unfortunately the NBS event in November has been cancelled.

E. NORTH LOS ANGELES COUNTY (REGION 5)

- ❖ Region 5 Co-Chair Wong provided an update on their upcoming events. They will be participating in the Walk for Hope 2020 virtual walk on October 4. They are working on hosting the Annual City Managers’ Luncheon virtually in the Fall. They are in the planning stages of a “Local Government Innovation During Times of Crisis” workshop.
- ❖ Region 5 Co-Chair Wong informed the Board of Directors that they are hoping to host a virtual Holiday Mixer in November or December. More details to come.

F. SOUTH LOS ANGELES COUNTY (REGION 6)

- ❖ Region 6 Co-Chair Turner provided an update on their previous Region Events, including the Lunch & Learn with the Culver City Management Group on August 26 and the LAWA COVID-19 Response and Update on September 9.
- ❖ Region 6 Co-Chair Turner provided an update on the upcoming Lunch & Learn “Building Resiliency in Ourselves” with the Culver City Management Group on September 30.
- ❖ Region 6 Co-Chair Turner provided information on the potential events that they are working on to be held in the coming months.

G. ORANGE COUNTY (REGION 7)

- ❖ President Murguia provided the Region 7 Report.
- ❖ Region 7 Co-Chairs have reached out to the Orange County City Managers Association on their Signature Event/Luncheon and unfortunately the event will not be held in 2020. They will work on the planning of the 2021 event.
- ❖ Region 7 will be hosting a panel in partnership with California State University Fullerton’s MPA program and Pi Alpha Alpha chapter on September 30. Vice President Nelson will be participating in the panel. For those interested in attending, please RSVP to Region 7 at Region7@mmasc.org.

H. SAN DIEGO COUNTY (REGION 8)

- ❖ Region 8 Co-Chair Richards reminded the Board of Directors of the nomination period for those interested in serving on the Executive Board and the Annual Business Meeting.
- ❖ Region 8 Co-Chair Richards provided an recap of their recent webinar with Valerie Phillips of Bob Murray & Associates on video interviewing and recruiting trends on August 13.
- ❖ Region 8 Co-Chair Richards informed the Board of Directors that they are working on a workshop in the Spring of 2021 that will focus on what City Council’s are looking for when they are recruiting a first-time City Manager. They will also be working on planning additional events during 2021.

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

- ❖ ICMA Representative Pat Martel provided an update on the League of California Cities Annual Conference scheduled for October 7-9. The City Managers’ Department Annual Conference scheduled February 3-5, 2021 is still planned for an on-site meeting but the Planning Committee is also working on a backup with a virtual meeting in case it can not be held in person due to COVID-19
- ❖ ICMA Representative Martel provided some updates for ICMA. The ICMA Annual Conference has received almost 3,000 registrants. There is over five days of programming and over 210 educational sessions. There will be many networking opportunities and social activities as well. There is still time to register if you have not already done so.
- ❖ ICMA Representative Martel provided an update on what ICMA has been doing relative to systemic racism in and social justice issues.
- ❖ ICMA Representative Martel informed the Board of Directors that ICMA is continuing to work on providing resources during this COVID-19 pandemic.
- ❖ ICMA Representative Martel provided an update on the ICMA Executive Board and Board of Directors. The Board has been reviewing the various tenants of the ICMA Code of Ethics and they will be hiring an outside consultant to assist them with the review of the Code of Ethics.

- ❖ ICMA Representative Martel provided an update on the Institute for Local Government (ILG) and the COVID-19 resources that are posted on the ILG website.

13. EXECUTIVE DIRECTOR'S REPORT

- ❖ Executive Director Kilkenny provided an updated on the ARC ownership change. This will not affect his work or status with MMASC.

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 10:05 AM.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: OCTOBER 21, 2020

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

RECOMMENDATION

Recive and file.

BACKGROUND AND DISCUSSION

Annual Conference: The Annual Conference is less than one week away! I would like to thank the Annual Conference Planning Committee, led by Vice President Nelson and Membership Services Director Hallett-Hinton. I would also like to thank Secretary Spiegel and Programming Director Kespradit for all their behind the scenes work. In accordance with Board Member responsibilities, I'd encourage you to attend the Virtual Annual Conference – registration closes today.

Region Board Events: I want to recognize regional board efforts over the past two months for the events you've organized. I understand it's been a challenging year, but now that we the tools in place to support your events, I expect there will not be any issues planning and hosting future virtual events.

Board Member: In regard to Board Member responsibilities, next month you will receive an email requesting your interest in serving as a Regional Board Member for next year. Please note Region Board terms are 1-year and are not automatic and are subject to adherence to the bylaws, such as code of conduct, and the letter of commitment. MMASC is a volunteer-led organization and we know that our professional positions must take priority. However, this association has earned its reputation because dedicated local government employees have devoted their time, energy, and passion to making it the best it can be. I hope you don't take these responsibilities lightly and really assess your ability to actively participate on this Board.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: October 21, 2020

To: Board of Directors
From: Kristen Nelson, Vice President
Subject: VICE PRESIDENT UPDATES

RECOMMENDATION

The Executive Board **RECEIVES** and **FILES** this report.

BACKGROUND AND DISCUSSION

Region Events.

- **Region 7 Panel with CSUF MPA Internship Class.** On September 23 I was fortunate to sit with representatives from Region 7 to showcase MMASC to a class of MPA students. I believe we had approximately 30 people call in. It was nice to “get back into the game” and I got to learn a lot about our Regional Board members origin stories in the profession as well which was a lot of fun! Thank you for sharing the experience with me!
- **Region 4 Legislative Session.** I wanted to give a huge shout out to Region 4 for their Legislative Affairs Workshop on September 30. It was a very robust session with a ton of information. I appreciated hearing from the League and from city representatives and had quite a few takeaways that I was able to implement right away. Excellent job!

USC Price School. The USC CMF Board held a meeting on October 9 which included a Zoom-hosted roundtable focused on local governments response to the pandemic. I am checking with the Board to see if we can make the event available for viewing by our membership.

Annual Conference. Crazy to think Annual Conference is next week! A few pieces of information to share:

- **AV Needs.** We entered into an Agreement with Pro Audio Video to provide AV and technical support, including speaker/moderator rehearsals and pre/recording and editing of appropriate events. Annual Conference became a jam-packed, time-constrained, and personnel/volunteer-heavy endeavor that MMASC could not have handled on its own. Having ProAV on board will help to ensure that the quality our registrants have come to expect from MMASC and our Annual Conference is maintained in the digital space and that we have professionals on hand to assist with any technical difficulties that may arise.
- **Veteran Scholarships.** During our September meeting, the Board authorized the Veteran Outreach Committee to attempt to connect with our Veteran members a second time to encourage their applying for one of the Annual Conference scholarships available from BB&K. We have received at least two responses, so the additional outreach was successful.
- **CGL.** The four proposed CGL courses in the program were evaluated by the CGL Committee for credit approval on October 19. The meeting had not yet occurred at the time of submission of this Report so we will provide a verbal update on the status of those sessions.

I also want to take the time to say **THANK YOU** to everyone that has been working so selflessly to make Annual Conference possible this year. It is an entirely new approach to what we typically consider “standard procedure” and I know everyone has bent over backward to make it an event we can be proud of. I can’t tell you how much I appreciate each and every one of you. I am very excited to see it all come together.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: October 21, 2020

To: Board of Directors

From: Dominique Samario, MMASC Director of Finance/Treasurer

Subject: OCTOBER DIRECTOR OF FINANCE/TREASURER'S REPORT

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

As of October 9, 2020, MMASC's checking account balance is \$108,168. This reflects an increase of deposits related to Annual Conference registration and very few expenses over the past month. In addition, there is \$75,288 in our savings account.

This balance does not reflect payment of \$36,500 to assisted in necessary virtual conference technical event logistics for this year's Annual Conference. While this will reduce our budget, it is still in line with the ratio of income versus expenses incurred during each Annual Conference. This will also support a top-notch conference experience, which MMASC members have come to expect and that the MMASC organization can stand behind.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: October 21, 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:
 - a. Region 2 hosted a grant workshop “Got Grants? Learn How Your City Can Obtain One During COVID-19”, with California Consulting on October 20, 2020 which included tips on the grant application process and provided insight on upcoming popular grant opportunities.
 - b. Region 2 is planning the Annual City Managers Luncheon for Thursday, Dec 17 from 1-2 pm focusing on “Improving employee morale during COVID-19.”

- 2) Region updates:
 - a. Region 2 has awarded two scholarships to the MMASC annual conference. Recipients include Stephanie Gamboa, a student in region 2 who is currently working at Ventura county environmental health department and Lisette Bautista, Senior Management Analyst at the City of Simi Valley, who was nominated by her supervisor.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: October 21, 2020

To: Board of Directors

From: Imelda M. Huerta, Region 4, Board Member

Subject: REGION 4 UPDATES

RECOMMENDATION

Receive and File

BACKGROUND AND DISCUSSION

MMASC Inland Empire/Region 4 held a virtual workshop titled **Legislative Affairs Workshop: Why are legislative affairs and advocacy important in local government and how can we be effective?** The workshop/webinar was held virtually on Wednesday, September 30, 2020 from 9:00 am to noon. The event was free for members and \$15 for non-members. Region 4 partnered with the City Clerks Association of California (CCAC) Region 7/Riverside County for this event. A total of 34 MMASC members registered for the event, as well as 1 non-member. Additionally, approximately 15 CCAC members participated (registered through CCAC). CCAC had 6 sponsors for the event - all sponsors were given a few minutes to speak before the presentations and prior to the break period with beneficial information for the group. Our topic speakers included Erin Sasse, Regional Public Affairs Manager, Riverside County Division with the League of California Cities, Louie F. Lacasella, Assistant to the

City Manager with the City of Murrieta, and Fabian Villenas, Principal Management Analyst with the City of Rancho Cucamonga. Ms. Sasse gave an extensive overview of the legislative process. Mr. Lacasella focused on building an effective legislative affairs program and Mr. Villenas gave his top 10 tips for an effective program and how to be effective. The workshop was interactive and provided attendees the flexibility to ask questions during each presentation, as well as after each topic. The workshop was very beneficial, informative, and relevant as the legislative session ended on the day of the webinar. Additionally, Region 4 Co-Chairs received positive feedback from many attendees. In gratitude of the panelists' time and presentations, the Board mailed each panelist a token of our appreciation and hope to engage them in future presentations and events. The total expenses for this event totaled \$117.53 and \$15 in revenue was collected.

For our final virtual event, Region 4 Board members have been discussing a topic on self-resiliency due to these uncertain times. Co-Chair, Imelda M. Huerta, has reached out to Jim Uhl from Breaking the Chain Consultants for a quote and information. More details will be shared on the next report.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: October 21, 2020

To: Board of Directors
From: Shaunna Hunter, Region 7 Co-Chair
Subject: REGION 7 UPDATES

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Region 7 board members met last week to discuss Regional activities, events, and discuss potential events for 2021. All Region 7 board members will be returning to co-chair our Region in 2021. Most of the Region 7 board will be in attendance at the annual conference.

On September 30, Region 7 hosted a panel, in partnership with CSUF's MPA program and Pi Alpha Alpha chapter, entitled "Where do I fit in? The Many Faces of Public Service." The panel consisted of MMASC Vice President, Kristen Nelson, Region 7 Co-Chairs, Joseph Cisneros, Nicole Houston, and Shaunna Hunter. The panelists shared their professional journeys thus far and provided information about training, networking, and event opportunities available as a member of MMASC. The event was held online via Zoom with 30 attendees, 13 from CSUF internship program and the remainder from CSUF's MPA program. The attendees were able to ask questions of the panelists at the end of the presentation. Finally, Region 7 awarded registered attendees with two scholarships for an annual student membership and conference registration; the awardees are Manuel Martinez and Dalphin Tao.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: October 21, 2020

To: Board of Directors

From: Region 8

Subject: REGION 8 UPDATES

RECOMMENDATION

Receive and File.

BACKGROUND AND DISCUSSION

Board members discussed ideas for events in 2021. The following events are being tentatively planned:

- “Risk Management in Current Events” panel in February.
- Book Club in March. We are gathering recommendations. The book will be announced about six weeks in advanced of when the actual book club meeting would be held.
- “What Recruiters are Looking for in City Managers and Executives” panel in June.
- Depending on circumstances, look into purchasing box at Padres game or host a social-distance game viewing outdoors in August or September.