



Board of Directors Meeting

AGENDA

November 8, 2018

3:00 PM

Conference Call Phone: (510) 338-9438

Access Code: 627 380 514

1. CALL TO ORDER

2. ROLL CALL

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

3. APPROVAL OF MINUTES

4. PRESIDENT'S REPORT

5. VICE PRESIDENT'S REPORT

6. DIRECTOR OF COMMUNICATIONS/SECRETARY'S REPORT

7. DIRECTOR OF FINANCE/TREASURER'S REPORT

8. DIRECTOR OF PROGRAMMING'S REPORT

9. DIRECTOR OF MEMBERSHIP SERVICES' REPORT

10. IMMEDIATE PAST PRESIDENT'S REPORT

11. REGION CHAIR REPORTS

A. CENTRAL COAST (REGION 1)

B. CHANNEL ISLANDS (REGION 2)

C. DESERT (REGION 3)

D. INLAND EMPIRE (REGION 4)

E. NORTH LOS ANGELES COUNTY (REGION 5)

F. SOUTH LOS ANGELES COUNTY (REGION 6)

G. ORANGE COUNTY (REGION 7)

H. SAN DIEGO COUNTY (REGION 8)

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

13. EXECUTIVE DIRECTOR'S REPORT

14. UNFINISHED BUSINESS

15. NEW BUSINESS

16. ANNOUNCEMENTS / GOOD OF THE ORDER

17. ADJOURNMENT



Board of Directors Meeting
MINUTES
October 11, 2018

1. CALL TO ORDER

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

2. ROLL CALL

- ✓ President, Ashley Garcia
- ✓ Vice President, Nicholas Gonzalez
- ✓ Director of Communications/Secretary, Tanya Spiegel
- ✓ Director of Finance/Treasurer, Izzy Murguia
- ✓ Region One Co-Chair, Dominique Samario
- ✓ Region Four Co-Chair, Lynn Kelly-Lehner
- ✓ Region Five Co-Chair, Tamar Sadd
- ✓ Region Six Co-Chairs, Michael Johnston
- ✓ Region Seven Co-Chair, Ryan Hallett
- ✓ Region Eight Co-Chairs, Dominique Albrecht, Sylvia Solis Daniels, & Ashlee Stratakis
- ✓ Institute for Local Government Representative, Melissa Kuehne
- ✓ Executive Director, Kevin Kilkenny

Absent:

Director of Membership Services, Monica I. Martinez
Director of Programming, Kristen Nelson
Immediate Past President, Arabo Parseghian
Region Two Co-Chair
Region Three Co-Chair
League of California Cities Representative, Meghan McKelvey
ICMA Representatives
MMANC Representative, Miranda Lutzow

3. APPROVAL OF MINUTES

- ❖ President Garcia presented the minutes from the Board of Directors Meeting on Thursday, August 9, 2018. Motioned by Director of Finance/Treasurer Murguia, Seconded by Region Seven Co-Chair Hallett, unanimously adopted. The Minutes were approved as presented.

4. PRESIDENT'S REPORT

- ❖ President Garcia provided an update on our Corporate Partners.
- ❖ President Garcia will be delivering the State of the Organization at the Annual Conference. Vice President Gonzalez and Director of Finance/Treasurer Murguia will be facilitating a roundtable discussion with President Garcia at the Annual Conference to get feedback from members to guide the future of MMASC.

- ❖ President Garcia provided an update on the NBS University event, “Getting to YES: Successful Revenue Enhancement Strategies”, scheduled for Wednesday, December 5 at the Orange Terrace Community Center in Riverside.
- ❖ President Garcia is reaching out to all Honorary Members to invite them to participate in the Speed Coaching session at the Annual Conference.
- ❖ President Garcia and MMANC President Lutzow presented the results of the Workplace Flexibility survey at the League of California Cities Conference in Long Beach in September.
- ❖ President Garcia recapped the California Reception at the ICMA Annual Conference.
- ❖ President Garcia presented the Mid-Year Retreat Summary Report from the Board of Directors Mid-Year Meeting on Saturday, August 18, 2018. Motioned by Seconded by Region Seven Co-Chair Hallett, Seconded by Region Six Co-Chair Johnston, unanimously adopted. The Summary Report was approved as presented.

5. VICE PRESIDENT’S REPORT

- ❖ Vice President Gonzalez provided a thorough update on the 2018 Annual Conference. As of October 11, there are 232 registrants. The Whova App is being updated with all of the conference attendee information, Programming and additional Conference information.

6. DIRECTOR OF COMMUNICATIONS/SECRETARY’S REPORT

- ❖ Director of Communications/Secretary Spiegel recapped the ICMA Annual Conference.

7. DIRECTOR OF FINANCE/TREASURER’S REPORT

- ❖ Director of Finance/Treasurer Murguia presented the Statement of Activity through September 2018. Total balance in the checking account is \$156,868 and the savings account balance is \$65,253.
- ❖ Director of Finance/Treasurer Murguia provided an update on the Annual Conference Facilities & Logistics Committee.

8. DIRECTOR OF PROGRAMMING’S REPORT

- ❖ None.

9. DIRECTOR OF MEMBERSHIP SERVICES’ REPORT

- ❖ President Garcia presented Director of Membership Services’ Martinez report on her behalf. Total membership stands at 800.
- ❖ Director of Membership Services’ Martinez asked for ideas on how to get members to continue to renew that are thinking of not renewing.
- ❖ Director of Membership Services Martinez provided an update on the University/College and Student Outreach Committee. The Membership Video in complete and going through final revisions. Director of Finance/Treasurer Murguia and Region 4 Co-Chair Lilyan Villarreal will be presenting on MMASC and the important connection between professional organizations and professional career development at Cal Poly Pomona on Monday, November 19.
- ❖ Director of Membership Services Martinez is working with various colleges and universities to send two students to each Regional Event.
- ❖ Director of Membership Services Martinez provided the list of recipients of the 2018 Annual Scholarship and Awards.

10. IMMEDIATE PAST PRESIDENT'S REPORT

- ❖ None.

11. REGION CHAIR REPORTS

A. CENTRAL COAST (REGION 1)

- ❖ Region Co-Chair Samario recapped the recent Regional Event: City Managers' Meeting & Speed Coaching Luncheon that was held on Wednesday, October 3 in Pismo Beach.
- ❖ Region Co-Chair Samario provided information on the upcoming Dress for Success Regional Event, scheduled for Thursday, November 8.

B. CHANNEL ISLANDS (REGION 2)

- ❖ None.

C. DESERT (REGION 3)

- ❖ None.

D. INLAND EMPIRE (REGION 4)

- ❖ Region Co-Chair Kelly-Lehner recapped the recent Regional Event Responsible Compassion: A Discussion on Solving Homelessness in Southwest Riverside County that was held on Thursday, September 27.
- ❖ Region Co-Chair Kelly-Lehner provided information on the upcoming NBS University event, "Getting to YES: Successful Revenue Enhancement Strategies", scheduled for Wednesday, December 5. This course is CGL approved.

E. NORTH LOS ANGELES COUNTY (REGION 5)

- ❖ Region Co-Chair Sadd recapped the recent Regional Event Lunch & Learn with Cynthia Kurtz: Facing Future Challenges that was held on Thursday, September 27.
- ❖ Region Co-Chair Sadd provided information on the upcoming Regional Holiday Mixer, scheduled for Wednesday, December 12.

F. SOUTH LOS ANGELES COUNTY (REGION 6)

- ❖ Region 6 Co-Chair Johnston provided information on the upcoming Regional Holiday Event scheduled for Thursday, November 15.

G. ORANGE COUNTY (REGION 7)

- ❖ Region Co-Chair Hallett provided information on the recent Region 7 Signature Event – Annual Speed Networking Luncheon with the Orange County City Manager's Foundation that was held on for October 3.

H. SAN DIEGO COUNTY (REGION 8)

- ❖ Region Co-Chair Stratakis provided an update on their Region Board Planning Meeting.
- ❖ Region Co-Chair Stratakis provided information on their upcoming Regional Holiday Mixer in early December.

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

- ❖ None.

13. EXECUTIVE DIRECTOR'S REPORT

- ❖ None.

14. UNFINISHED BUSINESS

- ❖ None.

15. NEW BUSINESS

- ❖ None.

16. ANNOUNCEMENTS / GOOD OF THE ORDER

- ❖ None.

17. ADJOURNMENT

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

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: November 8, 2018

To: Board of Directors

From: Tanya Spiegel, Director of Communications/Secretary

Subject: DIRECTOR OF COMMUNICATIONS/SECRETARY UPDATES

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

2018 Annual Conference: Thank you to everyone for all of your hard work in the planning and execution of the 2018 Annual Conference! It was a success and I have only heard positive feedback.

Executive Board Transition: It has been a pleasure serving with you all on this year's Board. I wish the 2019 Executive Board and Board of Directors much success and can't wait to see what next year holds for the organization!

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: November 8, 2018

To: Board of Directors
From: Monica Martinez, Director of Membership
Subject: MEMBERSHIP UPDATE

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Membership Numbers

This report reflects current membership numbers as of November 1, 2018. At the time this report was submitted, MMASC Membership stood at 800. 22 new members from last month and 23 non-renewing members. The following are the membership numbers for each region: Central Coast (45), Channel Islands (36), Desert (30), Inland Empire (137), North Los Angeles County (161), South Los Angeles County (134), Orange County (152), San Diego County (88), and Other (17). The breakdown of the different types are as follows:

<u>Member Groups</u>	<u>Members</u>
Full Members	593
Honorary Members	134
Student Members	46
Business Members	27
Total Members	800

We need to concentrate on non-renewing members. Thank you to the members who provided some great ideas to reach out to non-renewing members.

University/College and Student Outreach

Cal Poly Pomona 11/19 – Izzy and Lilyan Villarreal will be presenting on MMASC and the important connection between professional organizations and professional career development; Murrieta is providing an HR analyst to speak to class about the application process and other important HR stuff; and Kevin Kearny, City Manager of Bradbury will speak to the class on their career path, how early public servants can develop their talents, and work/life balance. CSMFO will be sending two members to talk to the class about careers in municipal finance. Sent a flyer to professor to invite more students who are interested in careers in local government.

Working with SDSU and SCULB to provide the same type presentation.

Summer Session

Fullerton

Typical registrations

July 2019

CLG course (Frank)

Ideas for Co-Chairs

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: November 8, 2018

To: Board of Directors

From: Dominique Samario, Region 1 Co-Chair

Subject: REGION 1 NOVEMBER UPDATES

DISCUSSION

Region 1 will hold their next—and final of 2018—event on Thursday, November 8th at Nordstrom Santa Barbara with our annual Dress for Success. The event is an opportunity for us to welcome people interested in joining MMASC to an event free of charge, while learning skills applicable to professional growth in a casual and fun setting.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: November 8, 2018

To: Board of Directors

From: Lynn Kelly-Lehner, Region 4 Co Chair

Subject: INLAND EMPIRE - REGION 4 UPDATE

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

On Thursday, September 27, Region 4 held a successful event on *Responsible Compassion: A Discussion on Solving Homelessness in Southwest Riverside County*. The event highlighted efforts in Southwest Riverside County that focus on a comprehensive approach to solving homelessness in the region through the *Responsible Compassion Program*. *Responsible Compassion* respects the inherent dignity and worth of each person, while moving them on a path of self-sufficiency.

There were two panels at the event; the first panel included City staff members from Temecula, Murrieta, and Menifee; and the second panel included a non-profit panel with representatives from CityNet, Hope to Health Clinics, and SWAG. There was a networking lunch following the event to continue the conversation and encourage networking. The panelists were engaging and thought provoking, and provided the audience with key takeaways to implement in their organizations.

The event was a huge success. Over 60 people registered from 33 different organizations across Southern California. Organizations included cities, counties, religious organizations, and non-profit organizations. Interestingly, the majority of attendees were not MMASC members. The diversity in attendance demonstrates the importance of this critical issue across the region.

On Wednesday, December 5, MMASC is partnering with NBS University for *Getting to Yes: Successful Revenue Enhancement Strategies*. This CGL course (approval pending) includes a panel of experts in municipal finance and will cover current challenges in municipal finance that everyone in municipal government should know. Register today at <https://mmasc.org/Calendar.aspx?EID=412>

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: November 8, 2018

To: Board of Directors

From: Laena Shakarian, Region 5 Chair
Brittany Mello, Region 5 Chair
Jackie Wong, Region 5 Chair
Tamar Sadd, Region 5 Chair

Subject: REGION 5 UPDATES

RECOMMENDATION

Note and file.

BACKGROUND AND DISCUSSION

The Region 5 Board is looking forward to our next regional event which will be a holiday mixer at Bowlmor in Pasadena on December 12, 2018 at 6:30 p.m. This will be a great opportunity to network in a fun environment while bowling! The save the date flyer has been included in What's Happening Wednesday and has been posted on the MMASC website.

Region 5 is putting the finishing touches on the event details and will be disseminating the event flyer sometime this week.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: November 8, 2018

To: Board of Directors
From: Dia Turner, Region 6
Subject: **SECRETARY UPDATES**

RECOMMENDATION

Receive and File

BACKGROUND AND DISCUSSION

1. **City of Culver City MG hosted the final Lunch and Learn for 2018: The Neuroscience of Energy and Engagement on Wednesday, October 10, 2018.** There were 17 attendees and four (4) of those attended via MMASC.

This event is a partnership with Culver City Management Group ("CCMG"). It also serves as a networking opportunity for CCMG members with their peers in other cities.

The 2019 series will begin in February.

All are welcome to attend.

2. **Collaboration with Gateway City Manager's**
Thaddeus McCormack, City of Lakewood has MMASC to join another COG meeting to be a "fly on the wall" and see how the COG meeting USUALLY happens (traditionally they change the structure when MMASC joins – the "fly on the wall" can provide a view into the CM interaction). Date TBD
3. **Investigating a Holiday event in December** Region 5 is invited to partner on this event. Still considering dates. The holiday lighting celebration which will be taking place on Rodeo Drive on November 15th is too soon to organize. Considering a networking event at a place without reserving space. Guests would need to buy their own drinks and we don't need to charge them a cover fee.

4. **Investigating an Emergency Preparedness event** to be held in March, 2019 in advance of Earthquake Preparedness month in April.

- a. Location will be LB ECOC.
- b. Lunch will be provided.
- c. Tour of LB ECOC.
- d. Event will discuss
 - i. preparedness issues
 - ii. Lessons learned during the extended black out LB experienced summer 2015
 - iii. Details, challenges, etc. experienced when ECOC became it's own department

5. **Investigating a tour of the Port of Long Beach event** to be held in 2019.

- a. Location will be Port of Long Beach.
- b. Tour of docks and facilities from water.
- c. Possible mixer after.

6. **Regional Board Business**

- a. Monthly conference calls to collaborate and plan events
- b. Michael Johnston taking a new position and stepping down from Board
- c. Two new Board Co-Chairs are being considered to add to the Board
 - i. Jasmin Elepano, MPA, Senior Management Analyst for the City of Commerce
 - ii. Dianne Guevara, a Management Analyst for the City of South Gate

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: November 8, 2018

To: Board of Directors

From: Lori Karaguezian, Region 7

Subject: REGION 7 UPDATE – NOVEMBER 2018

RECOMMENDATION

Receive and File.

BACKGROUND AND DISCUSSION

On October 3, 2018, the Region 7 Board held its fourth & final event of the year: the annual speed coaching luncheon in partnership with the Orange County City Manager Association (OCCMA). Also in October Region 7 Board Members attended this year's MMASC annual conference in Indian Wells.

In the weeks since the conference, Region 7 Board Members have been reaching out to a couple members who had shown an interest in joining the Region 7 Board as co-chairs. Our goal this month is to bring on two new co-chairs.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: November 8, 2018

To: Board of Directors
From: Sylvia Solis Daniels, Region 8
Subject: **REGION 8 UPDATES**

RECOMMENDATION

Receive and file monthly board meeting notes from Region 8.

BACKGROUND AND DISCUSSION

Region 8 has a monthly board conference call scheduled for the first Thursday of every month. Our most recent conference call was on November 1, 2018. The following items were discussed:

Event Calendar - Our next event is an internal planning meeting that we are rescheduling for a new date in November. We will review results from a regional membership survey we conducted in October and plan our events for the 2019 calendar year. Additionally, we are planning a Holiday Social in early December. We tentatively have December 6th penciled in and will confirm once we finalize the location.

We discussed the size and structure of our Board and will have follow up discussions to find solutions for regional members who have interest in greater local participation. We reached out to the Executive Board for guidance on our regional board structure.

Assignments –

Dominique will work on rescheduling the planning event. Stephanie will follow up with Holiday event location and available funds for the Holiday Social, and then send out details to the regional board. Sylvia will work on Holiday event activity/ice breaker and giveaway gift/raffle items.