



## Board of Directors Meeting

### AGENDA

November 9, 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, & 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. ***PRESIDENT'S REPORT***

#### 4. ***VICE PRESIDENT'S REPORT***

#### 5. ***DIRECTOR OF COMMUNICATIONS/SECRETARY'S REPORT***

#### 6. ***DIRECTOR OF FINANCE/TREASURER'S REPORT***

#### 7. ***DIRECTOR OF PROGRAMMING'S REPORT***

#### 8. ***DIRECTOR OF MEMBERSHIP SERVICES' REPORT***

#### 9. ***IMMEDIATE PAST PRESIDENT'S REPORT***

**10. 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)**

**11. LEAGUE OF CALIFORNIA CITIES / ICMA / ILG / MMANC REPRESENTATIVE REPORT**

**12. EXECUTIVE DIRECTOR'S REPORT**

**13. UNFINISHED BUSINESS**

**14. NEW BUSINESS**

**15. ANNOUNCEMENTS / GOOD OF THE ORDER**

**16. ADJOURNMENT**

## **Municipal Management Association of Southern California**

---

### **BOARD COMMUNICATION**

**Date: 11/09/2017**

**To:** Board of Directors  
**From:** Ashley Garcia, Vice President  
**Subject:** **VICE PRESIDENT'S UPDATE**

### **RECOMMENDATION**

Receive and file.

### **BACKGROUND AND DISCUSSION**

Special thanks again to the 2017 Annual Conference Planning Committee. I truly appreciate all the hard work that went into making this year's conference a success! It was our most highly attended conference to date – which is an incredible feat. Please be sure to fill out the survey coming out this week to provide feedback to help guide our planning for next year.

I am very happy with the outcome of the Strategic Plan workshop facilitated by Ray Patchett held Friday morning of the conference. Lots of great input was provided that the incoming Executive Board will revisit at our upcoming retreat to adopt and implement a Strategic Plan for the organization. In 2018, the Strategic Plan will be featured on the MMASC website, communicated to the membership through What's Happening Wednesday, Signature Event themes and eventually be incorporated into the bylaws.

For those of you continuing on the Region Board in 2018, I am working with Kristen Nelson, incoming Director of Programming to solidify a date and location for the for the annual Region Board Orientation. We will also be seeking volunteers to assist with the planning committee for 2018 Signature Events: Winter Forum, Women's Leadership

Summit, Summer Session and Annual Conference. If you have not done so already, please save the date for Annual Conference 2018 – scheduled for October 17-19, 2018 at the Renaissance Indian Wells.

I am honored to begin my term as MMASC President starting December 1<sup>st</sup> and look forward to carrying the torch and continue serving this great organization with many of you.

## **Municipal Management Association of Southern California**

---

### **BOARD COMMUNICATION**

**Date: November 9, 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**

**Basecamp:** I encourage all Board of Directors to go through their personal files and upload all MMASC related documents into Basecamp before the end of the year. This will ensure that we have record of any materials that we may need for next year's Board of Directors. If you have any questions about Basecamp, please let me know.

**Marketing:** I am working on putting together all documents and templates for incoming Director of Communications/Secretary Spiegel to take over. Should you need anything created during this transition, please let both of us know so we can assist you.

# **Municipal Management Association of Southern California**

---

## **BOARD COMMUNICATION**

**Date: November 9, 2017**

**To:** Board of Directors  
**From:** Alex Hernandez

**Subject: TREASURER UPDATE**

### **RECOMMENDATION**

Consider recommendation to transfer \$5,000 from the checking account to the savings account.

### **BACKGROUND AND DISCUSSION**

As of today, the balance in our checking account is \$97,217. The savings account balance is \$60,235.

Attached is a statement of activity for January through October 2017. Our remaining expenses for the year are for the Annual Conference, ARC contract costs, and end of year regional events. We have paid \$35,132 to Marriott for the annual conference. The most recent bill from Marriott had a remaining balance of \$54,465 and there are a few other conference expenses for about \$4,000 to various vendors.

The available balance in our checking account can more than cover the remaining expenses for the annual conference and the remaining expenses in 2017 for the association.

I recommend the Regional Board consider and approve a transfer of \$5,000 from our checking account to our savings account. This will fulfill our goal for 2017 to add to our reserves. Additionally, this will keep funds available for the ongoing administrative costs and our first signature event in 2018 (Winter Forum).

**MMASC**  
**Statement of Activity**  
January - October, 2017

<b>End of Year 2016</b>	<b>\$</b>	<b>92,894.00</b>
-------------------------	-----------	------------------

**Revenue**

Annual Conference Revenue		77,828.22
CGL Program Application		150.00
Membership Due		46,947.57
Regional Events Revenue		11,322.39
Sponsorship		35,475.00
Summer Session Revenue		12,976.77
Winter Forum Revenue		8,780.51
Women's Leadership Summit Revenue		19,181.41
<b>Total 2017 Revenue</b>	<b>\$</b>	<b>212,661.87</b>

**Expenditures**

Annual Conference		127,009.60
Copies & Postage		329.54
Dues & Subscriptions		5,203.53
Executive Board Retreat		66.92
Mid-Year Meeting		140.93
Other General and Admin Expenses		24,086.61
Promotional		2,003.35
Regional Event		10,303.92
Summer Session		11,590.09
Taxes & Licenses		720.00
Travel		2,987.21
Website		13,458.87
Winter Forum		4,503.27
Women's Leadership Summit		7,376.30
<b>Total 2017 Expenditures</b>	<b>\$</b>	<b>209,780.14</b>

<b>Available Revenue</b>	<b>\$</b>	<b>305,555.87</b>
<b>Total Expenditures</b>	<b>\$</b>	<b>(209,780.14)</b>
<b>Balance</b>	<b>\$</b>	<b>95,775.73</b>

# **Municipal Management Association of Southern California**

---

## **BOARD COMMUNICATION**

**Date: November 9, 2017**

**To:** Board of Directors

**From:** Tanya Spiegel, MMASC Director of Programming

**Subject: PROGRAMMING UPDATES**

## **RECOMMENDATION**

Receive and File.

## **BACKGROUND AND DISCUSSION**

**Regional Board Recap:** I have reached out individually to all current Regional Board members to confirm whether or not that they will be continuing on their respective Regional Boards next year. We do have a few individuals that will not be continuing on; however, we will have new individuals joining the team.

**Regional Events / Programming Recap:** Congratulations to all of our Region Boards on a successful year! A total of 617 people attended 28 Regional Events held since January 1. I look forward to each of the Region's continued success! A huge thank you for all you do!

**Upcoming Region Events / Programs:** Region 1 (Central Coast) will be hosting Dress for Success - Nordstrom Sips and Tips on Thursday, November 9 at the Nordstrom Santa Barbara; Regions 5 (North Los Angeles County) & 6 (South Los Angeles County) will be hosting a Los Angeles Regional Holiday Mixer on Thursday, November 30 at Maddalena Restaurant at San Antonio Winery; Region 2 (Channel Islands) will be having their City Managers' Luncheon on Thursday, December 7 at the Camarillo Library.



**2018 ICMA Annual Conference Planning Committee:** I will be attending the 2018 ICMA Annual Conference Planning Committee Meeting in Baltimore, MD November 17–19 on behalf of MMASC.

**2018 Winter Forum:** I have began the pre-planning for the Winter Forum. I am narrowing down on the location / City that it will be held as well as figuring out a date that would work best for the MMASC calendar.

# **Municipal Management Association of Southern California**

---

## **BOARD COMMUNICATION**

**Date: November 8, 2017**

**To:** Board of Directors

**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 October 2017. At the time this report was submitted, MMASC Membership stands at 776. For the month of October, there were 18 new members and 11 non-renewing members during this same time period. The following are the membership numbers for each region: Central Coast (62), Channel Islands (39), Desert (30), Inland Empire (120), North Los Angeles County (147), South Los Angeles County (126), Orange County (150), San Diego County (84) and Other (18).

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

<u>Member Groups</u>	<u>Members</u>
Full Members	604
Honorary members	94
Student members	44
Business members	34
Total members	776

# **Municipal Management Association of Southern California**

---

## **BOARD COMMUNICATION**

**Date: November 9, 2017**

**To:** Board of Directors

**From:** Alma Janabajab, MMASC Immediate Past President

**Subject: IMMEDIATE PAST PRESIDENT UPDATES**

## **RECOMMENDATION**

Receive and file.

## **BACKGROUND AND DISCUSSION**

**A Pleasure.** It's been an honor and a pleasure being involved with MMASC for the last 9 years on the region board for 4 and the last 5 on the Executive Board. I encourage all of you to continue volunteering in any capacity with MMASC and bring along new people to keep the succession going. You are the future leaders of MMASC and this is an ideal place to obtain the experience you might not have at your place of employment. The professional development, networking, and friends you'll make through MMASC are invaluable. Should you have questions or need anything, please don't hesitate to contact me. All the best in 2018 and in the future!

## **Municipal Management Association of Southern California**

---

### **BOARD COMMUNICATION**

**Date: November 9, 2017**

**To:** (Board of Directors)

**From:** Region 1, Jill McMahon and Dominique Samario, Co-Chairs

**Subject: NOVEMBER REGION 1 UPDATE**

### **RECOMMENDATION**

Receive and file.

### **BACKGROUND AND DISCUSSION**

Region 1 is looking forward to welcoming both members and nonmembers to their Dress for Success/Sips and Tips event at Nordstrom Santa Barbara on Thursday, November 9. This event will once again be free to all MMASC members as well as those interested in joining. Both co-chairs will be in attendance with information regarding the organization.

# **Municipal Management Association of Southern California**

---

## **BOARD COMMUNICATION**

**Date: November 9, 2017**

**To:** Board of Directors

**From:** Laena Shakarian, Region 5 Chair  
Brittany Mello, Region 5 Chair  
Tamar Sadd, Region 5 Chair  
Paolo Kespradit, Region 5 Chair

**Subject: REGION 5 UPDATES**

### **RECOMMENDATION**

To cohost the following regional event with Region 6:

- Holiday Networking Mixer – Thursday, November 30, 2017, 7-9 p.m. at Maddalena Restaurant, located within San Antonio Winery.

### **BACKGROUND AND DISCUSSION**

The Region 5 Board is cohosting a holiday mixer event with Region 6 as our fourth regional event on Thursday, November 30<sup>th</sup> from 7-9 p.m. at Maddalena Restaurant, located within the San Antonio Winery. We have finalized the menu, updated the website, and created promotional flyers for social media outreach. This will be the last regional event for us this year and we are looking forward to a great event!

# **Municipal Management Association of Southern California**

---

## **BOARD COMMUNICATION**

**Date: November 8, 2017**

**To:** Board of Directions  
**From:** Michael Johnston, Region 6  
**Subject:** **REGION 6 BOARD REPORT**

## **RECOMMENDATION**

Receive and file Region 6 Report

## **BACKGROUND AND DISCUSSION**

Dia Turner has reserved November 30th for the collaborative Region 5 and Region 6 Holiday Mixer at Maddalena Restaurant (located at San Antonio Winery downtown). Joey Garcia created a "Save the Date" flyer and uploaded it to Docs and Files folder in Region 6 Basecamp. To-date we have 15 RSVPs excluding Region 5 & 6 Board members. We are continuing to spread the word about the event to our region membership as well as potential new members.

Region 6 is brainstorming new speakers, topics, and facility tours for 2018. Suggestions are welcomed.

# **Municipal Management Association of Southern California**

---

## **BOARD COMMUNICATION**

**Date: November 8, 2017**

**To:** Board of Directors  
**From:** Region 7 Co-Chairs  
**Subject:** REGION 7 MONTHLY UPDATE

### **RECOMMENDATION**

Receive and File

### **BACKGROUND AND DISCUSSION**

#### **RECOMMENDATION**

Receive and File

#### **BACKGROUND AND DISCUSSION**

The final event Region 7 organized this year was the OCCMA/MMASC Networking Luncheon which took place on October 4, 2017. The event was a success with almost 90 participants. We would like to thank Ashley, Tanya and Nick from the Executive Board for attending the event. The feedback we received reflected that even with the elimination of the panel and the extension of the speed coaching rotations, the rounds still felt very quick.

Members from Region 7 participated in the outstanding 2017 MMASC Annual Conference. The MMASC Annual Conference provided an excellent opportunity for the Regional Co-Chairs to network and connect with members and potential members. The most promising discussions occurred with County of Orange Public Works employees about the possibility of hosting a Regional Event that would highlight on or more major OC Public Work project(s).

Unfortunately, we are sad to announce that Maggie Le, Fountain Valley will be stepping down from the Board. Fortunately, multiple Region 7 members have already expressed an interest in joining the Region 7 Board. The Region Board will pass along the names of these members to the Executive Board for consideration.



# **Municipal Management Association of Southern California**

---

## **BOARD COMMUNICATION**

**Date: November 9, 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 November 7, 2017. Co-chairs discussed a February San Diego Gulls event. The event is tentatively scheduled for February 3<sup>rd</sup>. In addition, an April lunch-and-learn is being discussed and we are currently working on obtaining a speaker for the event. Co-chairs are also coordinating participation in the Creek to Bay Clean-Up event, which is scheduled to take place on April 21<sup>st</sup>. This event is free for participants. We also planning to host a City Manager panel in mid-June or July. Possible participants for the panel will be from the Cities of Chula Vista, El Cajon, La Mesa, Vista and San Diego. We hope to have the panel locked in next month. Another event for 2018 will be our signature San Diego Padres game event and we are discussing co-hosting an event with Region 7; more details to come soon.

Region 8 will have three new board members by next month (forms pending) – Stephanie Boyce with the City of Lemon Grove, Dominique Albrecht with the City of Coronado and Sylvia Solis Daniels with the City of Vista. We plan to have our next board meeting in person to welcome our new board members on December 7<sup>th</sup>.

Lastly, Region 8 would like to thank MMASC for having such a wonderful annual conference. It was very productive, informative, professional, and enjoyable! We look

forward to next year's conference.