



## Board of Directors Meeting

### AGENDA

April 17, 2025

3:00 PM

Zoom

Conference Call Phone: (669) 444-9171

### 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, Jonathan Royas
- Vice President, Joseph Cisneros
- Director of Communications, Kirsten Graham
- Director of Finance, Rebecca Bernstorff
- Director of Programming, Nicole Tibbet
- Director of Membership, Alyssa Palma
- Immediate Past President, Greg Kwolek
- Region 1 Co-Chair, Shannon Kirn, Brendan Pringle, and Ryan Benson
- Region 2 Co-Chairs, Mary Haddad, Debra Gallegos, Monique Martinez, and Arely Venegas
- Region 3 Chair, Maria Alvarez, Erick Becerril, Talon Burgess, Andres Coronal, Victor Gomez, and Noe Archiga
- Region 4 Co-Chairs, Salomon Abdel-Aziz, Clarence de Guzman, Samantha Greven, Mollie Kortsen, Antonio Martinez, and Caleb Zaldaña
- Region 5 Co-Chairs, Mark Jimenez, Anissa Livas, Christina, and Tyler Pledger
- Region 6 Co-Chairs, Toni Costanzo, Alexa Davis, and Dia Turner
- Region 7 Co-Chairs, Melissa Davis, Michelle Kresan, and Elsa Robinson.
- Region 8 Co-Chairs, London Adams, Carter Brown, Monica Martinez, and David Richards
- CalCities Representative, Meghan McKelvey
- ICMA Representatives, Pat Martel and Peter Pirnejad
- Institute for Local Government Representative, Melissa Kuehne
- MMANC Representative, Candice Rankin Mumby
- Executive Director, Kevin Kilkenny

### 3. **APPROVAL OF MINUTES**

- 4. PRESIDENT'S REPORT**
- 5. VICE PRESIDENT'S REPORT**
- 6. DIRECTOR OF COMMUNICATIONS' REPORT**
- 7. DIRECTOR OF FINANCE'S REPORT**
- 8. DIRECTOR OF PROGRAMMING'S REPORT**
- 9. DIRECTOR OF MEMBERSHIP'S 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 / CAL CITIES HOUSING, COMMUNITY & ECONOMIC DEVELOPMENT POLICY COMMITTEE**
- 13. EXECUTIVE DIRECTOR'S REPORT**
- 14. UNFINISHED BUSINESS**
- 15. NEW BUSINESS**
- 16. ANNOUNCEMENTS / GOOD OF THE ORDER**
- 17. ADJOURNMENT**



## Board of Directors Meeting Minutes

March 20, 2025

3:00 PM

Zoom

Conference Call Phone: (669) 444-9171

### 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

- 3:04 PM

### 2. ROLL CALL

Present

- President, Jonathan Royas – Excused Absence
- Vice President, Joseph Cisneros
- Director of Communications, Kirsten Graham – Excused Absence
- Director of Finance, Rebecca Bernstorff
- Director of Programming, Nicole Tibbet
- Director of Membership, Alyssa Palma – Excused Absence
- Immediate Past President, Greg Kwolek – Excused Absence
- Region 1 Co-Chairs, Ryan Benson
- Region 2 Co-Chairs, Debra Gallegos, Arely Venegas
- Region 3 Chairs, Maria Alvarez, Victor Gomez
- Region 4 Co-Chairs, Clarence de Guzman, Caleb Zaldana
- Region 5 Co-Chairs - Absent
- Region 6 Co-Chairs, Alexa Davis, Dia Turner
- Region 7 Co-Chairs, Alan Rivera, Elsa Robinson, Tiara Solorzano
- Region 8 Co-Chairs, London Adams
- CalCities Representative - Absent
- ICMA Representatives - Absent
- Institute for Local Government Representative - Absent
- MMANC Representative - Absent
- Executive Director, Kevin Kilkenny

### 3. APPROVAL OF MINUTES

- *Motion by Director of Programming Tibbet, Second by director of Finance Bernstorff. The motion was approved unanimously, with no abstentions or opposition.*

**4. PRESIDENT'S REPORT**

- None, excused.

**5. VICE PRESIDENT'S REPORT**

- Working with the election and bylaws committee, to implement the new bylaw amendment process voted on at the 2024 annual conference. Some changes will be proposed and forthcoming with comment period.
- Tentatively will be shared end of April.
- Membership survey to gather feedback from membership.
- Annual conference committee updates: Chairs and co-chairs are established. Call for speakers is live, please feel free to apply. Registration is expected to go live beginning of summer.
- Spring Forward Forum update by Tiara Solorzano, upcoming registration still open but closing soon. Networking event to be sponsored by corporate partner Transtech.

**6. DIRECTOR OF COMMUNICATIONS' REPORT**

- Absent, Vice President Cisneros provided an update on marketing materials available for pickup at the Spring Forward event, email Director of Communications Graham if materials should be shipped.
- Annual Conference kick-off meeting forthcoming.

**7. DIRECTOR OF FINANCE'S REPORT**

- Checking account and membership dues status.
- Women's Leadership Summit (WLS) to be tentatively announced at Spring Forward Forum. Thank you to WLS planning committee members.

**8. DIRECTOR OF PROGRAMMING'S REPORT**

- Overview of Basecamp and updates based on feedback received at the board kick-off, cleanup of Basecamp folders in progress.
- Board members should have received an invitation to Basecamp in the last week, if you do not have it already, contact the Director of Programming if assistance is needed. Resources and folders are available for review. The Docs & Files folder contains 2025 folder templates, guides, memos, regional event reimbursement forms, etc.
- Please contact the appropriate board member if any information is missing in these folders so we can update.

**9. DIRECTOR OF MEMBERSHIP'S REPORT**

- None, excused.

**10. IMMEDIATE PAST PRESIDENT'S REPORT**

- None, excused.

**11. REGION CHAIR REPORTS**

**A. CENTRAL COAST (REGION 1)**

- Ryan Benson – Second Coastal Connections event forthcoming – Santa Barbara, March 27<sup>th</sup>

**B. CHANNEL ISLANDS (REGION 2)**

- Arely Venegas – Attended board kick-off meeting, preparing for first social, Brewing Connections, Thursday April 24<sup>th</sup>.

**C. DESERT (REGION 3)**

- Victor Gomez, upcoming event Let's Talk Tuesday, April 15<sup>th</sup> Speaker Samuel Thompson, Director of Indian Wells Tourism

**D. INLAND EMPIRE (REGION 4)**

- Caleb Zaldana – Mixer will be held on March 27<sup>th</sup> at Don Orange

**E. NORTH LOS ANGELES COUNTY (REGION 5)**

- None.

**F. SOUTH LOS ANGELES COUNTY (REGION 6)**

- Alexa Davis – Finalizing Top Golf event May 8<sup>th</sup> and forthcoming City Manager's Lunch with the South Bay Cities Council of Governments, fall event professional development event.

**G. ORANGE COUNTY (REGION 7)**

- Elsa Robinson – Welcome of new members Alan Rivera and Tiara Solorzano. Attended board-kickoff. Finalizing OCCMA Networking Lunch, Wednesday, May 7<sup>th</sup>. Regional member survey will inform future events with a potential for an Angels Game and professional development lunch.

**H. SAN DIEGO COUNTY (REGION 8)**

- London Adams – First event Brunch with an Executive held February 12 at City of Coronado. Potential partnership with Region 3 to collaborate on a Padres game in the summer.

**12. LEAGUE OF CALIFORNIA CITIES / ICMA / ILG / MMANC REPRESENTATIVE REPORT / CAL CITIES HOUSING, COMMUNITY & ECONOMIC DEVELOPMENT POLICY COMMITTEE**

- None.

**13. EXECUTIVE DIRECTOR'S REPORT**

- None. Will be in attendance at Spring Forward Forum

**14. UNFINISHED BUSINESS**

**15. NEW BUSINESS**

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

**17. ADJOURNMENT**

- 3:36 PM
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# **Municipal Management Association of Southern California**

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## **BOARD COMMUNICATION**

**Date: April 17, 2025**

**To:** Board of Directors

**From:** Kirsten Graham, Director of Communications

**Subject: DIRECTOR OF COMMUNICATIONS UPDATES**

## **RECOMMENDATION**

Receive and file.

## **BACKGROUND AND DISCUSSION**

### **Regional Marketing Materials Support**

Thanks to all those who picked up marketing materials and speaker gifts for regional events at Spring Forward Forum, please contact me at [secretary@mmasc.org](mailto:secretary@mmasc.org) if you need any materials shipped.

### **Annual Conference Committee Kick-Off**

The kick-off meeting for the Annual Conference Planning Committee will be held on April 17 at 4 PM. A sincere thanks to all who have already begun contributing to the planning process, your early efforts are greatly appreciated and instrumental to the success of the event. Please contact me if you or anyone from your subcommittee still needs to be added to the calendar invite or needs the zoom link.

# **Municipal Management Association of Southern California**

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## **BOARD COMMUNICATION**

**Date: April 10, 2025**

**To:** Board of Directors

**From:** Rebecca Bernstorff, Director of Finance

**Subject: DIRECTOR OF FINANCE – APRIL 2025 REPORT**

### **RECOMMENDATION**

Receive and file.

### **BACKGROUND AND DISCUSSION**

#### ***Account Status and Activity***

As of April 10, 2025, the MMASC accounts had the following bank balances:

- Checking: \$51,891.72
- Savings (reserve): \$95,459.85

Highlights FYTD include:

- Membership Dues: \$29,717.37
- Partnership Donations: \$38,710
- All Regional Events Revenue: \$9,045.54
- All Regional Events Expenditures: \$7,916.89
- 2025 Spring Forward Expenditures: \$13,353.14
- 2025 Spring Forward Revenue: \$14,711.02

#### ***WLS Planning (Co-Chairing with Director of Membership)***

- Save the Date!
  - September 25
  - Queen Mary, Long Beach
  - Uncharted Waters, Unwavering Queens
  - Registration opening in May/June

## Municipal Management Association of Southern California

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### BOARD COMMUNICATION

Date: April 17, 2025

**To:** Board of Directors  
**From:** Alyssa Palma, Director of Membership  
**Subject:** **MEMBERSHIP UPDATE**

### RECOMMENDATION

Receive and file.

### BACKGROUND AND DISCUSSION

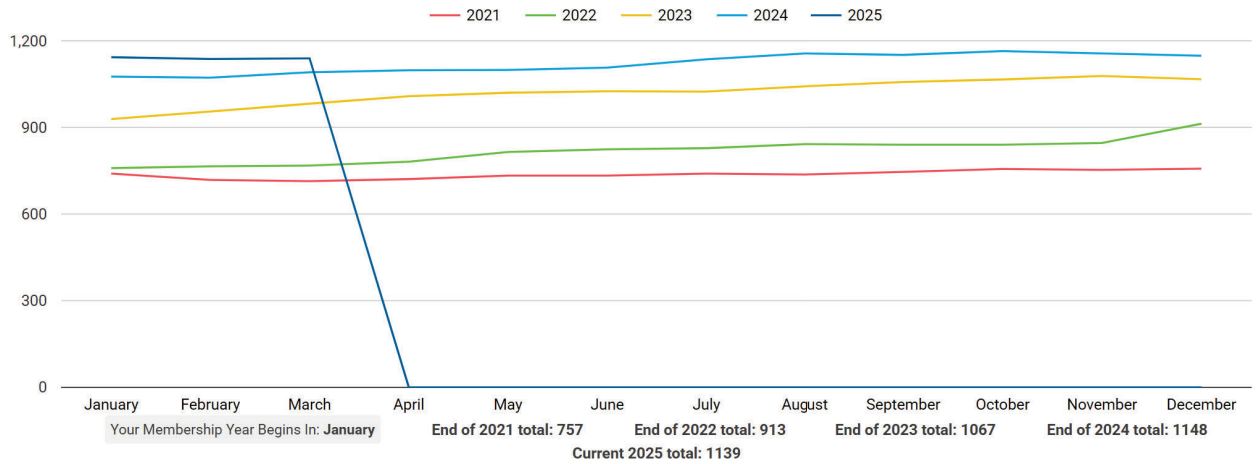
#### Membership Data and Trends

The following is a breakdown of MMASC membership stats as of **March 2025** –

- Total members: 1,139
  - Full members: 850
  - Honorary members: 181
  - Student members: 37
  - Business members: 60
  - Admin members: 9
  - Veteran members: 2
- **March 2025** stats:
  - New members: 33 (29 Full Members, 2 Student, 2 Business)



- Comparison of Membership Counts from 2021-2025:ك



### Region Support

- Sent out several region member lists
- Answering renewal questions
- Answering account password issues

### Looking Ahead

- WLS Planning

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

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### **BOARD COMMUNICATION**

**Date: April 2025**

**To:** Board of Directors

**From:** Region 1

**Subject: REGION 1 UPDATES**

### **RECOMMENDATION**

Receive and File.

### **BACKGROUND AND DISCUSSION**

Region 1 hosted the second “Coastal Connections” event to kick off the new year in Santa Barbara on March 27<sup>th</sup>. Existing members and potential new members had the opportunity to learn about MMASC, give input on upcoming Region 1 events, and network with local government leaders. The first event was hosted in the northern area back in January and was a great success. Both events were a great success, each had about 15-20 people in attendance. It was also great to partner with our sponsors Tripepi Smith and ZacTax for the events. See photos below.



# COASTAL CONNECTIONS

JANUARY 30, 2025 | SAN LUIS OBISPO, CA



Thank you to our sponsor!

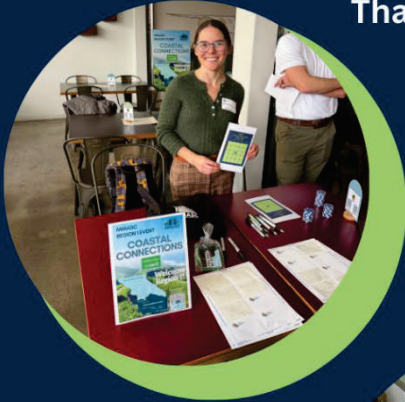
 **TRIEPI SMITH**  
marketing • technology • public affairs

# COASTAL CONNECTIONS

MARCH 27, 2025 | SANTA BARBARA, CA

Thank you to our sponsor!

zactax





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

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### **BOARD COMMUNICATION**

**Date: April 15, 2025**

<b>To:</b>	Board of Directors
<b>From:</b>	Region #2
<b>Subject :</b>	<b>REGION #2 UPDATES</b>

#### **RECOMMENDATION**

Receive and File.

#### **BACKGROUND AND DISCUSSION**

Region 2 has been actively planning and coordinating upcoming events to engage our members and support professional growth opportunities.

We're excited to announce our next event: the **Brewing Connections Networking Mixer**, scheduled for **Thursday, April 24, 2025, from 6:00 – 8:30 p.m.** at **Enegren Brewery, 444 Zachary Street #120, Moorpark, CA 93021**. This will be a casual and welcoming space for Region 2 members to connect and network with fellow professionals.

In addition, Region 2 has been working closely with MMASC President Jonathon Royas to plan a **Summer Session event** on **Wednesday, July 10, 2025**, at the **Agoura Hills Event Center**, from **9:00 a.m. to 4:00 p.m.**, followed by a networking mixer from **4:00 to 5:30 p.m.**

The Summer Session will focus on the theme: **“Lean Sigma 101 – Tools to Level Up Your Public Service.”** This full-day event will center around strategies to eliminate waste, simplify systems, and revolutionize how agencies operate. More details on this session will be shared later this month.

We're looking forward to bringing Region 2 members together through these engaging events and continuing to build momentum for the year ahead.



# **Municipal Management Association of Southern California**

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## **BOARD COMMUNICATION**

**Date: 04/14/2025**

**To:** Board of Directors

**From:** Region #4

**Subject: REGION #4 UPDATES**

### **RECOMMENDATION**

Receive and File.

### **BACKGROUND AND DISCUSSION**

On Thursday, MMASC's Region 4 successfully hosted its first event of 2025—a networking mixer at Don Orange. The event brought together local government professionals from across the region for an evening of connection, collaboration, and community-building.

Attendees had the opportunity to engage in meaningful conversations, enjoy a variety of refreshments, and participate in an interactive round of Municipal Management Bingo. The mixer fostered a welcoming environment for both seasoned professionals and emerging leaders to share experiences and strengthen professional networks.

Looking ahead, Region 4 is excited to continue this momentum with its upcoming City Managers Luncheon, scheduled for Wednesday, July 10 at Lucille's Smokehouse Bar-B-Que in Chino. This luncheon will provide a focused opportunity for city managers and local government leaders to connect, exchange insights, and discuss key topics shaping our communities.

# **Municipal Management Association of Southern California**

## **BOARD COMMUNICATION**

**Date: APRIL 2025**

**To:** Board of Directors

**From:** Region 6

**Subject: REGION 6 UPDATES**

### **RECOMMENDATION**

Receive and File.

### **BACKGROUND AND DISCUSSION**

Region 6 is planning three activities:

#### **Spring –**

May 8, 6:30 pm – 9 pm TopGolf in El Segundo  
\$30 Member; \$45 Nonmember

Sponsors: Tripepi Smith, West Coast Arborist, TransTech, ZacTax

#### **Summer –**

Wednesday, June 18 Lunch with the CMs  
Ladera Linda Community Center, 32201 Forrestal Dr, Rancho Palos Verdes  
\$20 Member; \$35 Nonmember

Coordinated with the CM group of South Bay Cities Council of Governments

11:30am – noon Lunch/networking

Noon - Welcome & Introductions

12:15pm – 1pm Program – CM sharing/prepared questions and open Q&A

#### **Fall –**

Webinar Professional Development, topic TBD

Region 6 will be meeting with members interested in joining the regional board.



# **Municipal Management Association of Southern California**

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## **BOARD COMMUNICATION**

**Date: April 17, 2025**

**To:** Board of Directors

**From:** Region 7

**Subject: REGION 7 UPDATES**

## **RECOMMENDATION**

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Receive and file.

## **BACKGROUND AND DISCUSSION**

Region 7 is hosting its annual luncheon and networking event with the Orange County City Association (OCCMA) on Wednesday, May 7, at the Clifton C. Miller Community Center in Tustin, CA. OCCMA has agreed to continue sponsoring students from California State University, Fullerton's City Management Fellowship Program to attend this luncheon. Registration for this event closes on April 30<sup>th</sup>.

The Region 7 board is working on planning the remaining programming for the year, including a networking event at a Los Angeles Angels game during the summer, an educational lunch and learn or webinar, and a facility tour. The webinar topic will be determined by Region 7's membership survey results and leveraging topics discussed on the MMASC message board. The board is open to partnering with sponsors for the remaining programming for 2025.