



Board of Directors Meeting

AGENDA

August 21, 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, Noely Allevato, Robert Bauman, Erin Beilstein, Mark Jimenez, Anissa Livas, and Tyler Pledger
- Region 6 Co-Chairs, Toni Costanzo, Alexa Davis, Jose Marquez, Moises Mata, 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

July 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 – 3:02 PM**

2. **ROLL CALL**

- President, Jonathan Royas – Excused Absence
- Vice President, Joseph Cisneros – Excused Absence
- Director of Communications, Kirsten Graham
- Director of Finance, Rebecca Bernstorff – Excused Absence
- Director of Programming, Nicole Tibbet
- Director of Membership, Alyssa Palma – Excused Absence
- Immediate Past President, Greg Kwolek – Excused Absence
- Region 1 Co-Chair, Shannon Kirn
- Region 2 Co-Chairs, Mary Haddad and Arely Venegas
- Region 3 Chair, Andres Coronel
- Region 4 Co-Chairs, Samantha Greven and Caleb Zaldana
- Region 5 Co-Chairs, Mark Jimenez
- Region 6 Co-Chairs, Moises Mata, Dia Turner
- Region 7 Co-Chairs, Alan Rivera
- Region 8 Co-Chairs, London Adams
- CalCities Representative
- ICMA Representatives, Pat Martel
- Institute for Local Government Representative
- MMANC Representative
- Executive Director, Kevin Kilkenny

3. **APPROVAL OF MINUTES**

- *Motion by Andres Coronel, Region 3 Co-Chair, Second by Arely Venegas, Region 2 Co-Chair, motion passed unanimously*

4. PRESIDENT'S REPORT

5. VICE PRESIDENT'S REPORT

6. DIRECTOR OF COMMUNICATIONS' REPORT

- *On behalf of the Executive Board thank you for a successful Summer Session*
- *Annual Conference registration launch, Early Bird registration closes August 15, volunteer and liaison opportunities upcoming*
- *Swag requests will need to be ordered, please request in advance*
- *Partner communications, reminder to submit to secretary@mmasc.org*

7. DIRECTOR OF FINANCE'S REPORT

8. DIRECTOR OF PROGRAMMING'S REPORT

- *Partners want to hear from regions about any upcoming opportunities to partner at your events, reach out to executive board to connect with partners*
- *Reminder to submit event forms early*
- *Annual conference update, first keynote booked on delivering outstanding government effectiveness*

9. DIRECTOR OF MEMBERSHIP'S REPORT

10. IMMEDIATE PAST PRESIDENT'S REPORT

11. REGION CHAIR REPORTS

A. CENTRAL COAST (REGION 1)

- *Shannon Kirn – Upcoming Event in Santa Maria in October Economic Development Lunch event and Volunteer Program webinar*

B. CHANNEL ISLANDS (REGION 2)

- *Mary Haddad and Arely Venegas – Thank you to all for support with Summer Session*

C. DESERT (REGION 3)

- *Andres Coronel – Primarily assisting with Annual Conference and hosting event prior to promote*

D. INLAND EMPIRE (REGION 4)

- *Samantha Greven and Caleb Zaldana – Held sold out City Manager Luncheon in Chino Hills, sponsored by Zactax*

E. NORTH LOS ANGELES COUNTY (REGION 5)

- *Mark Jimenez – Recruiting new board members, receiving applications through July 17*
- *Reminder to apply for ICMA Scholarship deadline is July 23*

F. SOUTH LOS ANGELES COUNTY (REGION 6)

- *Dia Turner and Moises Mata – Targeting early October professional development, career growth and talent development webinar. Thanks to all who came to the City Manager Lunch event.*

G. ORANGE COUNTY (REGION 7)

- *Alan Rivera – Adobe Creative Cloud Workshop on August 6, in partnership with the City of Brea and Adobe, reminder to bring a laptop if you are attending*

H. SAN DIEGO COUNTY (REGION 8)

- London Adams – Marketing materials for Padres vs. Dodger Game on August 22nd, event is sold out, four sponsors for the event, WCA, EDCO, Transtech and Zactax. Tentative October event.

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

- Pat Martel – Deadline for ICMA Scholarships is July 25th Early Career Scholarship and Small Community Scholarship.
- Suggestion to re-establish timeline for scholarships so that scholarships are awarded before the opening of registration and housing which are typically in mid-June. This would help with housing/hotel booking.
- ICMA Coaching Webinar is September 17, “New Job Overnight: How to Make a Successful Transition” free for members and colleagues
- Follow-up on request for speakers, tentative speakers will be confirmed as soon as possible

13. EXECUTIVE DIRECTOR’S REPORT

- Good to see everyone and attend Summer Session

14. UNFINISHED BUSINESS

15. NEW BUSINESS

16. ANNOUNCEMENTS / GOOD OF THE ORDER

17. ADJOURNMENT – 3:29 PM

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: August 21, 2025

To: Board of Directors

From: Kirsten Graham, Director of Communications

Subject: DIRECTOR OF COMMUNICATIONS UPDATES

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Partner Communications

We have recently welcomed several new partners. Please ensure that they submit any communications and branding information for distribution to secretary@mmasc.org.

Resource Reminders

Please help us remind members they can use our [Listserve](#) and [Job Opportunity Posting Form](#). Several newer members, who may be less familiar with these resources, have recently inquired via email.

Annual Conference

The annual conference committee continues to meet weekly in preparation for this year's event. Please continue to share annual conference communications at regional events and let the annual conference committee know if you need any marketing materials.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: August 19, 2025

To: Board of Directors

From: Rebecca Bernstorff, Director of Finance

Subject: DIRECTOR OF FINANCE – AUGUST 2025 REPORT

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Account Status and Activity

As of August 19, 2025, the MMASC accounts had the following bank balances:

- Checking: \$122,016.87
- Savings (reserve): \$105,463.04

Highlights FYTD include:

| Category | Revenues | Expenditures |
|----------------------------------|-----------------|---------------------|
| Membership Dues | \$67,852.36 | N/A |
| Partnership Donations | \$70,662.65 | N/A |
| All Regional Events (1-8) | \$20,153.29 | \$26,091.60 |
| Summer Session | 10,087.94 | \$10,319.13 |
| Women's Leadership Summit | \$56,060.30 | \$32,339.20 |
| Annual Conference | \$104,424.56 | \$115,000 |

WLS Planning (Co-Chairing with Director of Membership)

- Working with WLG on the programs segment
 - 2 awards: MMASC Rising Star Award (facilitated by MMASC); WLG Career Excellence Award (facilitated by WLG)
- Finalizing program speakers and details:

8:30 AM – 9:00 AM | Registration & Networking Breakfast

9:00 AM – 9:30 AM | Opening Remarks

9:30 AM – 10:30 AM | Keynote: Navigating Leadership

10:30 AM – 10:45 AM | Morning Break & Raffle: Navigating Connections

10:45 AM – 11:45 AM | Panel Discussion: Navigating Through the Storm

11:45 AM – 12:15 PM | Networking Lunch & Raffle: Navigating Nutrition and Self-Care

12:15 PM – 12:45 PM | WLG / MMASC Award

12:45 PM – 1:45 PM | Discussion: Navigating New Territory

1:45 PM – 2:45 PM | Discussion: Navigating Growth

- Table-top activity

2:45 PM – 3:00 PM | Afternoon Break / Raffle

3:00 PM – 3:45 PM | Discussion: Navigating Leadership with Purpose

- Resume Workshop available
- Speed Coaching available

3:45 PM – 4:00 PM | Final Raffle and Announcements

4:00 PM – 4:30 PM | Closing Remarks & Call to Action: Navigating a Path Forward

4:30 PM – 5:30 PM | Networking Reception

Region 1 Update

Region 1 is planning an Economic Development event for Thursday, October 9, 2025, 9am-11am in Santa Maria, featuring two local municipal economic development leaders as well as one regional economic development liaison from the organization REACH. Once the venue is officially confirmed, we will work to get the word out through MMASC. We are currently pursuing sponsors to help offset event costs.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: August 19, 2025

| | |
|-----------|--------------------------|
| To: | Board of Directors |
| From: | Region #2 |
| Subject : | REGION #2 UPDATES |

RECOMMENDATION

Receive and File.

BACKGROUND AND DISCUSSION

Region 2 is currently in the early stages of planning for our next regional event. The board is actively exploring potential topics, venues, and speakers to continue delivering valuable programming to our members.

We are also in the process of finalizing the financial reconciliation for the **2025 Summer Session (Lean 101)** held in July. The event was well-attended and received positive feedback from participants.

We would like to thank our event sponsors, **Precision Cutting** and **Tripepi Smith**, for their generous support in helping make the Summer Session a success.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: 08/18/2025

To: Board of Directors

From: Region #4

Subject: REGION #4 UPDATES

RECOMMENDATION

Receive and File.

BACKGROUND AND DISCUSSION

Region 4 is excited to announce our upcoming webinar, "Compost, Compliance, and Community: Navigating SB 1383", scheduled for Wednesday, September 17 at 11AM. This educational webinar aims to help public sector professionals navigate California's organics recycling law. Our expert panel will share practical strategies, compliance tips, and real-world experiences to support successful SB 1383 implementation in your community. This session will provide valuable insights and tools for local government success.

In addition, Region 4 is tentatively working on an in-person workshop focused on active transportation. More details will be shared soon, stay tuned for future announcements!

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: August 21, 2025

To: Board of Directors

From: Region 5

Subject: REGION 5 UPDATES

RECOMMENDATION

- Receive and file.

BACKGROUND AND DISCUSSION

NEW BOARD MEMBERS

MMASC Region 5 is excited to welcome three new members to the regional board:

- Robert Bauman – City of San Marino
- Erin Beilstein – City of La Verne
- Noely Allevato – City of Santa Clarita

These individuals were selected from a highly competitive pool of applicants, and we look forward to the contributions they will bring to the board.

SPOOKY SCARY STORIES WEBINAR

This October, MMASC Region 5 is thrilled to present a special webinar series just in time for spooky season! Join us as we dive into the eerie, unusual, and downright frightening stories that lurk behind the scenes of local government. From hair-raising challenges to spine-chilling lessons learned, each session will shed light on real-life experiences that have tested the resilience and creativity of public sector professionals.

Stay tuned for more details on dates, topics, and guest speakers!

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: AUGUST 2025

To: Board of Directors

From: Region 6

Subject: REGION 6 UPDATES

RECOMMENDATION

Receive and File.

BACKGROUND AND DISCUSSION

Upcoming events:

- **Professional Development Topic (Webinar) –** Tentative date: October 22, 2025 (~11 AM)
 - “Career Growth and Talent Development in Public Service: Insights from an Executive Recruiter”
 - Region 6 is actively planning, communicating and finalizing details with our presenter for this event

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: August 21, 2025

To: Board of Directors
From: Region 7
Subject: **REGION 7 UPDATES**

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Recap of Adobe Creative Collab: Workshop for Government Communicators

On Wednesday, August 6, 2025, the Region 7 Board, in partnership with the City of Brea and Adobe, Inc. (Adobe), hosted an interactive in-person workshop at Brea City Hall.

The session welcomed 38 participants from across the region for a day of connection, collaboration, and hands-on learning. Adobe showcased the features of Adobe Express, a new tool designed to streamline communications and enhance creativity by leveraging the Adobe Creative Cloud suite. Attendees left with practical skills and inspiration to enhance their agency communications efforts. Special thanks to the City of Brea and Adobe for their partnership in making this event a success.

Upcoming Programming

The Region 7 Board is finalizing the year's remaining events, including a networking night at an Anaheim Ducks hockey game in October. In addition, a membership survey will be sent to members later this year to gather input that will help shape Region 7's programming and priorities for 2026.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: August 2025

To: Board of Directors

From: Region 8

Subject: REGION 8 UPDATES

RECOMMENDATION

Receive and File.

BACKGROUND & DISCUSSION

- **Padres vs. Dodgers Game** – Scheduled for August 22nd
 - Sold out tickets over a month in advance of event date (50).
 - Five (5) sponsors confirmed for event: WCA, EDCO, Transtech, ZacTax, Villa Civil
 - Discussed parking options for vendors, etc.
- **Tentative Fall Events**
 - Collaborate with another region for a webinar in October?
 - College shirt social event in December?

FOLLOW-UP & NEXT STEPS

- **Next Meeting Agenda:**
 - Finalize details for fall events.