



Board of Directors Meeting

AGENDA

February 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*

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, and Arely Venegas
- Region 3 Chair, Maria Alvarez, Erick Becerril, Talon Burgess, Andres Coronal, Victor Gomez, and Noe Arechiga
- Region 4 Co-Chairs, Salomon Abdel-Aziz, Samantha Greven, Mollie Kortsen, Caleb Zaldaña, and Clarence de Guzman
- Region 5 Co-Chairs, Mario Flores, Mark Jimenez, Anissa Livas, Christina, Tyler Pledger, and Alycia Suniga,
- Region 6 Co-Chairs, Toni Costanzo, Alexa Davis, and Dia Turner
- Region 7 Co-Chairs, Melissa Davis 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
January 19, 2025

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

- ❖ President Royas called the meeting to order at 3:05 PM.

2. ROLL CALL

Present

- 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
- Region 1 Co-Chair, Brendan Pringle
- Region 2 Co-Chairs, Debra Gallegos, and Monique Martinez
- Region 3 Chair, Maria Alvarez, Erick Becerril
- Region 4 Co-Chairs, Samantha Greven, Caleb Zaldana, and Clarence de Guzman
- Region 5 Co-Chairs, Tyler Pledger
- Region 7 Co-Chairs, Melissa Davis
- Region 8 Co-Chairs, London Adams
- ICMA Representative, Pat Martel
- Executive Director, Kevin Kilkenny

Excused

- Immediate Past President, Greg Kwolek

Absent

- Region 6
- CalCities Representative, Meghan McKelvey
- Institute for Local Government Representative, Melissa Kuehne
- MMANC Representative, Justin Lovell

3. APPROVAL OF MINUTES

- ❖ Director of Finance Rebecca Bernstorff moves, Director of Programming Nicole Tibbet, seconds.

4. PRESIDENT'S REPORT

- ❖ Executive Board retreat and site visit of the annual conference venue conducted on January 11, 2025.
- ❖ Modifications to corporate partnership brochure.
- ❖ Selections for signature events are complete.
 - Winter – Greg Kwolek and Tiara Solorzano
 - WLS – Rebecca Bernstorff and Alyssa Palma
 - Summer Session – Jonathan Royas
 - Annual Conference – Joseph Cisneros and Kirsten Graham

5. VICE PRESIDENT'S REPORT

- ❖ ICMA updates
- ❖ CalCities Manager Conference
- ❖ Annual Conference Committees: Programming Nicole Tibbet, Communications & Marketing Alyssa Palma, Logistics Rebecca Bernstorff, Special Events Eric Becerril Region 3

6. DIRECTOR OF COMMUNICATIONS REPORT

- ❖ Communications team will begin meeting regularly.
- ❖ Speaker gifts and marketing materials being updated and ordered. Should be available at the board kick-off!

7. DIRECTOR OF FINANCE REPORT

- ❖ Budget for 2025
- ❖ Budget increase for re-envisioning of WLS addition to programming of breakout sessions
- ❖ Regional event budget increase to \$2,500

8. DIRECTOR OF PROGRAMMING'S REPORT

- ❖ Currently representing MMASC ICMA program selection summit.
- ❖ Letters of Commitment collection is in progress, due Tuesday, January 21.
- ❖ Board Kick-Off potentially March 1 in La Verne.

9. DIRECTOR OF MEMBERSHIP REPORT

- ❖ 1,150, members
- ❖ Will be working on welcome emails and membership reports.
- ❖ Potential membership recognition.

10. IMMEDIATE PAST PRESIDENT'S REPORT

- ❖ No Report

11. REGION CHAIR REPORTS

- **CENTRAL COAST (REGION 1)**
 - Costal Connection networking events on January 30th from 5:30 -7:30 pm in San Luis Obispo and February 27 in Santa Barbara.

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- ***CHANNEL ISLANDS (REGION 2)***
 - *No report.*

- ***DESERT (REGION 3)***
 - Tentative event timeline: February networking mixer, May AI integration in the public sector, August networking mixer, December Ugly Sweater event.

- ***INLAND EMPIRE (REGION 4)***
 - Met last week and will have a kick-off event on March 27th in Redlands, location TBD.
 - Welcome new Region 4 Board member Salomon Abdel-Aziz

- ***NORTH LOS ANGELES COUNTY (REGION 5)***
 - Today January 16, New Year's Resolution: "Network and Succeed" at Dave and Buster's in Arcadia – about 44-45 participants.
 - Annual Luncheon with the San Gabriel Valley City Manager's Association will take place April 16, tour of Santa Anita racetrack.
 - Thanks to Cecilia Todd for her service on the Region 5 board and congratulations on new job.
 - Potential collaboration with the San Gabriel Valley Economic Partnership and Network for Asian Public Administrators.

- ***SOUTH LOS ANGELES COUNTY (REGION 6)***
 - Behind the scenes tour of the automated people mover at LAX, partnership with Association for Commuter Transportation (ACT) and sponsored by Metro, lunch at the Proud Bird for Q&A. Follow-up to LAX updates.
 - Upcoming events Breakfast with the City Managers, Top Golf networking, carpool karaoke, SoFi social event, Cosm virtual entertainment venue, partnership AI Session.

- ***ORANGE COUNTY (REGION 7)***
 - Met with potential new co-chairs to expand board last week, will be meeting and planning events for the year.
 - Sending out membership survey to membership.

- ***SAN DIEGO COUNTY (REGION 8)***
 - Finalizing details for Brunch with and Executive, Coronado Club Room at the City of Coronado 10 am to 11:30 am.
 - Upcoming events, potential for Padres-Dodger Game and Gulls Hockey Game.

12. ICMA – Pat Martel

- ❖ No report.

13. ILG – Melissa Kuehne

- ❖ No report.

14. EXECUTIVE DIRECTOR REPORT

- ❖ No report.

15. NEW BUSINESS

- ❖ None

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16. ANNOUNCEMENTS / GOOD OF THE ORDER

- ❖ If any help needed for a specific need related to the wildfires Region 6 Co-Chair Dia Turner can potentially coordinate a “Stuff a Bus” event in the future suggested 3 to 6 months to reignite interest.

17. ADJOURNMENT

- ❖ The meeting was adjourned at 3:57 pm
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Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: February 20, 2025

To: Executive Board of Directors

From: Kirsten Graham, Director of Communications

Subject: DIRECTOR OF COMMUNICATIONS UPDATES

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Communications Committee

I am pleased to announce I have been able to place several interested members on our communications committee, to assist with updating marketing material and signature events.

Regional Marketing Materials Support

Marketing materials and speaker gifts for regional events have been ordered and will be available at the board kick-off event on March 1.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: February 12, 2025

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

RECOMMENDATION

Receive and File.

BACKGROUND AND DISCUSSION

Region 2 is pleased to welcome two new board members, **Mary Haddad**, Communications Manager with the City of Agoura Hills, and **Arely Venegas**, Deputy City Clerk for the City of Fillmore. Their expertise and experience will be a valuable addition to the board. With the recent transition in board membership, Region 2 now consists of fairly new board members who have been actively working to familiarize themselves with the responsibilities, processes, and required forms associated with board operations. To ensure a smooth transition, the team has received mentorship and guidance from previous board members, which has been instrumental in helping us navigate these essential functions.

In addition to onboarding our new members, Region 2 is focused on planning events for the upcoming year. The board is working collaboratively to develop meaningful and engaging programs that align with our goals and serve our fellow members effectively. We look forward to leveraging the skills and fresh perspectives of our new board members as we move forward with these initiatives.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: 02/20/2024

To: Board of Directors

From: Region #4

Subject: REGION #4 UPDATES

RECOMMENDATION

Receive and File.

BACKGROUND AND DISCUSSION

We are excited to share that Region 4 is planning a kickoff event on March 27, 2025 in Redlands. The event will be hosted at Don Orange (14 E State St, Redlands, CA 92373) at 6:30 pm. Tickets will cost \$10 for MMASC members and \$15 for non-members. Region 4 has not hosted an event in that area in several years, so our hope is that we will be able to reach a new demographic in the region. Additionally, we are currently planning an informative webinar with more details to follow.

Finally, Region 4 is pleased to welcome Antonio Martinez as the newest member of our board. Antonio serves as a Legislative Analyst for the City of Perris and we are happy to have him on our team and look forward to his contributions as we move forward.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: February 20, 2025

To: Board of Directors

From: Region 5

Subject: REGION 5 UPDATES

RECOMMENDATION

- Receive and file.

BACKGROUND AND DISCUSSION

Region 5 Board Members convened on February 13, 2025, to continue planning for upcoming events in 2025. The meeting served as a progress update on the upcoming events and engagement opportunities.

"Network and Succeed" Event (January 16, 2025)

The Region 5 event, Network and Succeed, was held on January 16th from 6:30 PM to 9:00 PM at Dave & Buster's in Arcadia. Bringing together 43 attendees, both members and non-members, the event offered a relaxed and engaging atmosphere for networking and professional connections.



MMASC + San Gabriel Valley City Manager Association Luncheon (April 16, 2025)

Region 5 is actively preparing for the MMASC + San Gabriel Valley City Manager Association Luncheon, scheduled for April 16, 2025, at the Santa Anita Racetrack. As part of the planning process, board members toured the venue on January 16, 2025. Registration is now open, with key discussion topics to be finalized closer to the event.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: February 20, 2025

To: Board of Directors
From: Melissa Davis, Region 7 Co-Chair
Subject: REGION 7 UPDATES

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Region 7 has been focusing on the opportunity to bring two additional co-chairs to join the Board. After conducting in-person interviews in January, the current Region 7 Board Members deliberated and decided to move forward with making an offer to two (2) additional members to join the Orange County team. The Region 7 Board is awaiting their response to this opportunity.

Region 7 has been working on finalizing an online survey to solicit feedback from Orange County MMASC members. The survey mainly focuses on what types of future programming would be most appealing to members. The Region 7 Board anticipates sending out this survey in the next month, which will help inform future decisions regarding the Board's annual programming efforts.