



Board of Directors Meeting

AGENDA

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**

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 Nguyen, 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**

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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

June 19, 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 – 3:05 PM**

2. **ROLL CALL**

- President, Jonathan Royas
- Vice President, Joseph Cisneros
- Director of Communications, Kirsten Graham
- Director of Finance, Rebecca Bernstorff – Excused Absence
- Director of Programming, Nicole Tibbet
- Director of Membership, Alyssa Palma
- Immediate Past President, Greg Kwolek – Excused Absence
- Region 1 Co-Chair, Brendan Pringle
- Region 2 Co-Chairs, Mary Haddad and Arely Venegas
- Region 3 Chair, Andres Coronel
- Region 4 Co-Chairs, Caleb Zaldana
- Region 5 Co-Chairs
- Region 6 Co-Chairs, Dia Turner
- Region 7 Co-Chairs, Tiara Solorzano
- 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**

- *April 17, 2025*
- *May 15, 2025*

Motion by Andres Coronel, Region 3 Co-Chair, Second by Joseph Cisneros, Vice-President, motion passed unanimously

4. PRESIDENT'S REPORT

- *Two new corporate partners, Onetera and MaintSTAR*
- *Affiliate Agreement secured with AmeriCorps*
- *Retired membership category update, will come back for further review*
- *Summer Session updates, registration still open, workshop style event*
- *HdL LGSJ@Stanford 2025 Scholarship winner selected Salem Afeworki*

5. VICE PRESIDENT'S REPORT

- *Annual Conference updates, November 12-14, 2025, at the Renaissance Esmeralda Resort and Spa in Indian Wells, Registration forthcoming*
- *Speakers still needed, contact Director of Programming/AC Programming Chair Nicole Tibbet*

6. DIRECTOR OF COMMUNICATIONS' REPORT

- *Marketing material updates*
- *Contact the Director of Communications if you have any swag preferences for upcoming events*
- *New MMASC pins will be available at the Summer Session*
- *ICMA Scholarship Application open due July 23rd*

7. DIRECTOR OF FINANCE'S REPORT

- *N/A*

8. DIRECTOR OF PROGRAMMING'S REPORT

- *AC Programming committee working to add to panel/breakout sessions*
- *Call for Speakers still open*
- *Director of Programming to send mid-year check in emails*
- *Potential partnership with University of La Verne for MMASC members to receive discounted tuition*
- *University of La Verne to partner and provide a hosted CGL course*
- *Four CGL sessions will be held at Annual Conference this year, finalizing speakers and credit values*

9. DIRECTOR OF MEMBERSHIP'S REPORT

- *Membership numbers*
- *Women's Leadership registration filling up quickly*
- *The AC Marketing Comms committee has met and is working on registration announcements*

10. IMMEDIATE PAST PRESIDENT'S REPORT

- *N/A*

11. REGION CHAIR REPORTS

A. CENTRAL COAST (REGION 1)

- *Brendan Pringle – Upcoming Events: October Economic Development Lunch event and Starting a Successful Volunteer Program webinar in late July*

B. CHANNEL ISLANDS (REGION 2)

- *Mary Haddad and Arely Venegas – Summer Session July 10th in Agoura Hills, featuring Lean 101 workshop and outdoor networking mixer*

C. DESERT (REGION 3)

- *Andres Coronel – Primarily working on August event with City Managers, assisting with Annual Conference*

D. INLAND EMPIRE (REGION 4)

- *Caleb Zaldana – Upcoming Lunch with a City Manager event July 17th at 12:00 pm at Lucille's Smokehouse Bar-B-Que in Chino Hills*
- *Starting to plan two other events for later in the year*

E. NORTH LOS ANGELES COUNTY (REGION 5)

- *N/A*

F. SOUTH LOS ANGELES COUNTY (REGION 6)

- *Dia Turner – Lunch with the City Manager event update, panel and round table style questions, 23 attendees*
- *Working on two professional development events for the fall*

G. ORANGE COUNTY (REGION 7)

- *Tiara Solorzano – Upcoming survey and potential event partnering with Adobe, potentially August 6th*

H. SAN DIEGO COUNTY (REGION 8)

- *London Adams – Padres vs. Dodger Game on August 22nd, tentative October event*

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

- *Pat Martel – CalCities update Long Beach ICMA Annual Conference request to increase MMASC contribution, typically \$500 towards the California reception*
- *ICMA updates - Tampa ICMA Registration opens June 25th at 9 am PST, ICMA scholarship opportunities available for first time attendees, small communities and graduate students open between June 25th and July 25th*
- *Upcoming Webinar – June 27th Local Government's Commitment to Democracy, recordings of past webinars available*
- *Free career guides have been updated and are available online*
- *Vote to double contribution to \$1,000*
 - *Motion by Dia Turner, Region 6 to double donation to ICMA, Second by Director of Programming Nicole Tibbet, motion passed unanimously*

13. EXECUTIVE DIRECTOR'S REPORT

- *Will be at Summer Session*

14. UNFINISHED BUSINESS

15. NEW BUSINESS

16. ANNOUNCEMENTS / GOOD OF THE ORDER

17. ADJOURNMENT – 4:03 PM

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: July 17, 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

Partners with upcoming communications or events can submit them to secretary@mmasc.org for inclusion in What's Happening Wednesday.

Region Updates

Region swag has been distributed. Please advise if there are any anticipated requests for additional swag, as a new order will need to be placed to accommodate future needs.

Annual Conference

The Annual Conference registration launched on July 16. Special thanks to the Annual Conference Communications Team and Executive Director Kilkenny for their efforts in developing the registration forms and launch page. The Annual Conference Committee continues to meet weekly to ensure comprehensive preparation for the event. Upcoming opportunities to volunteer or serve as a moderator will be shared soon, these are excellent ways to contribute if you have not yet had the chance to support a signature event this year.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: July 11, 2025

To: Board of Directors

From: Rebecca Bernstorff, Director of Finance

Subject: DIRECTOR OF FINANCE – JULY 2025 REPORT

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Account Status and Activity

As of June 12, 2025, the MMASC accounts had the following bank balances:

- Checking: \$35,534.44
- Savings (reserve): \$95,462.23

Highlights YTD include:

- Annual Conference 2025: 25% deposit - \$47,500
- Membership Dues: \$57,375.89
- Partnership Donations: \$50,662.65
- All Regional Events Revenue: \$17,968.29
- All Regional Events Expenditures: \$25,773.64
- 2025 Summer Session Revenue: \$9,317.94
- 2025 Summer Session Expenditures: \$10,690.73
- 2025 WLS Revenue: \$37,855.30
- 2025 WLS Expenditures: \$32,339.20

WLS Planning (Co-Chairing with Director of Membership)

- September 25, Queen Mary, Long Beach
 - Uncharted Waters, Unwavering Queens

- At registration max of 325, waitlist still open and encouraged to register (anticipating 100 more participants than last year!)
 - Cancellations are available up until 9/1
 - Waitlist will be notified the first week of September if a space becomes available
- Programming, speakers, and activities will be shared soon

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: July 15, 2025

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

RECOMMENDATION

Receive and file.

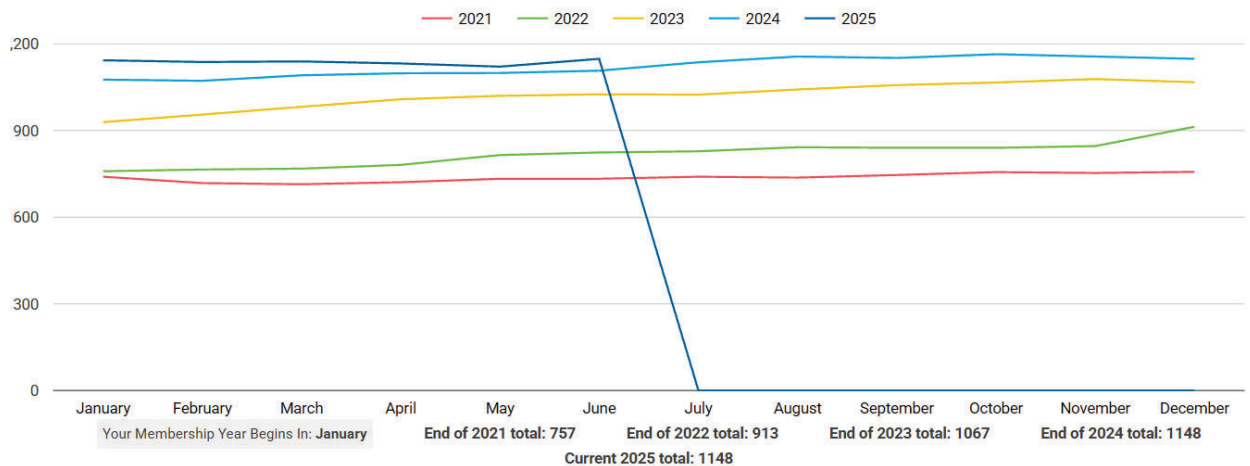
BACKGROUND AND DISCUSSION

Membership Data and Trends

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

- Total members: 1,148
 - Full members: 857
 - Honorary members: 181
 - Student members: 30
 - Business members: 68
 - Admin members: 10
 - Veteran members: 2
- **YTD July 2025** stats:
 - New members: 12 (10 Full Members, 2 Student Members)

- Comparison of Membership Counts from 2021-2025:



Region Support

- Answering renewal questions and password updates

Signature Events

- WLS Marketing and Comms
 - **WAITLIST AVAILABLE ONLY**
 - Assigned tasks to the committee for graphics and a comms plan
- Annual Conference Marketing and Comms
 - Announced at Summer Session July 10th
 - Announce formally to membership July 16th via WHW
 - Graphic and promo video
 - Hotel reservations
 - Session Liaisons Wanted
 - Last Call - Call for speakers

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: July 14, 2025

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

RECOMMENDATION

Receive and File.

BACKGROUND AND DISCUSSION

Region 2 held its 2025 Summer Session on Wednesday, July 10 in Agoura Hills, CA. The event was a huge success, featuring a full-day Lean 101 training led by PPI (Productivity and Performance Improvement), along with a brief session from Onetera on AI in local government.

Approximately 100 attendees participated, representing over 40 public agencies and organizations from across Southern California and beyond. Titles ranged from management analysts and assistant city managers to directors, budget managers, HR professionals, and consultants. Cities represented included Camarillo, Goleta, Calabasas, Santa Clarita, Rolling Hills Estates, Monterey Park, Simi Valley, Pomona, Glendora, Thousand Oaks, San Fernando, West Hollywood, and others. Attendees also came from regional and private-sector organizations such as SCAG, Southern California Edison, and Tripepi Smith.

Region 2 is grateful to all who participated and helped make this event a success. We look forward to building on this momentum with more impactful programming throughout the year.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: 07/15/2025

To: Board of Directors

From: Region #4

Subject: REGION #4 UPDATES

RECOMMENDATION

Receive and File.

BACKGROUND AND DISCUSSION

We are excited to share that our Lunch with a City Manager event has sold out! The event will take place on July 17 at Lucille's Smokehouse Bar-B-Que in Chino Hills. This event was designed to bring together City Managers, MMASC members from Region 4, and neighboring regions for an afternoon of meaningful networking, collaborative dialogue, and shared learning.

The City Managers of Rialto, Eastvale, and Chino Hills will serve as panelists. The theme of the panel is "How to Build a Name Without Burning Bridges." This conversation will focus on navigating career advancement while maintaining strong, professional relationships across all levels of local government.

In addition, Region 4 is tentatively planning an educational webinar on solid waste and recycling, as well as 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: JULY 2025

To: Board of Directors

From: Region 6

Subject: REGION 6 UPDATES

RECOMMENDATION

Receive and File.

BACKGROUND AND DISCUSSION

Upcoming events:

Fall –

Webinar - Professional Development topic, Date TBD

Completed event:

Spring – COMPLETE

May 8 - TopGolf in El Segundo

Attendees: 25

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

Summer – COMPLETE

June 18 - Lunch with the CMs

Attendees: 23

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: July 17, 2025

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

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

In partnership with the City of Brea and Adobe Inc., Region 7 will be hosting “Adobe: Creative Collab: Workshop for Government Communicators” on Wednesday, August 6, from 8:30 a.m. to 12:30 p.m.

During this hands-on morning workshop, Adobe Creative Cloud specialists will be guiding participants through Adobe Express and how government communicators can use its tools and techniques to enhance their communication materials and elevate communication with residents and stakeholders. Attendees are highly encouraged to bring a laptop. Light breakfast, coffee and snacks will be provided.

This will be an excellent opportunity for Region 7 members to sharpen their digital media skills, connect with peers, and learn directly from Adobe’s experts on tools that can transform how we engage with our communities.

Future event programming is being determined.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: July 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). Reached out to Padres about acquiring more tickets due to demand, but no more tickets available due to popularity of Padres vs. Dodgers in recent years.
 - Four (4) sponsors confirmed for event: WCA, EDCO, Transtech, ZacTax
- **Tentative Fall Event** – Potential event in October (details to be confirmed)
 - Looking into hosting another San Diego Gulls Hockey game event
 - Promotional deal with discounted rates live until August 18th

FOLLOW-UP & NEXT STEPS

- **Next Meeting Agenda:**
 - Finalize marketing materials for Padres vs. Dodgers event & work with sponsors on confirming logos, etc.
 - Evaluate Region budget following Padres vs. Dodgers event to see if a Fall event is feasible