



Board of Directors Meeting

AGENDA

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**

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

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

- 3:04 PM

2. ROLL CALL

Present

- President, Jonathan Royas
- 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
- Immediate Past President, Greg Kwolek – Excused Absence
- Region 1 Co-Chair, Shannon Kirn
- Region 2 Co-Chairs, Mary Haddad, Debra Gallegos, 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, Mollie Kortsen, Caleb Zaldana
- Region 5 Co-Chairs, Mark Jimenez
- Region 6 Co-Chairs
- Region 7 Co-Chairs, Melissa Davis
- Region 8 Co-Chairs, London Adams, Carter Brown
- CalCities Representative, Meghan McKelvey
- ICMA Representatives, Pat Martel
- Institute for Local Government Representative
- MMANC Representative
- Executive Director, Kevin Kilkenny

3. APPROVAL OF MINUTES

- *Motion by Director of Programming Tibbet, Second by Region 4 Board Member Mollie Kortsen, Minutes Approved*

4. PRESIDENT'S REPORT

- *Follow-up on partner agreements and potential new affiliates. Thank you to the mentorship committee.*

5. VICE PRESIDENT'S REPORT

None, excused.

6. DIRECTOR OF COMMUNICATIONS' REPORT

- *Marketing committee has been formed.*
- *SWAG will be available at the upcoming Board Kick-Off*

7. DIRECTOR OF FINANCE'S REPORT

- *None, excused.*

8. DIRECTOR OF PROGRAMMING'S REPORT

- *Board kick-off March 1*
- *Thank you for submitting your Letters of Commitment*
- *CGL appointments Lindsay McElwain and Brittany Thomas*

9. DIRECTOR OF MEMBERSHIP'S REPORT

- *Membership numbers*
- *Assisting regions with membership reports*

10. IMMEDIATE PAST PRESIDENT'S REPORT

- *President Royas shared Spring Forward is April 6th on behalf of Immediate Past President Kwolek*

11. REGION CHAIR REPORTS

A. CENTRAL COAST (REGION 1)

- *Shannon Kirn - Coastal Connections – Lama Dog in Santa Barbara February 27th*

B. CHANNEL ISLANDS (REGION 2)

- *Debra Gallegos welcomed new region co-chairs Mary Haddad and Arely Venegas*

C. DESERT (REGION 3)

- *Erick Becerril welcomed Victor Gomes and Noé Arechiga, a kickoff event upcoming.*
- *Potential partnerships with other regions such as Region 8 Petco Park event.*

D. INLAND EMPIRE (REGION 4)

- *Mollie Kortsen welcomes Salomon Adel-Aziz and Antonio Martinez*

E. NORTH LOS ANGELES COUNTY (REGION 5)

- *Dave and Busters event update, interactive and great turnout. Planning next event San Gabriel Valley City Managers Association Luncheon on April 16th at the Santa Anita Racetrack.*

F. SOUTH LOS ANGELES COUNTY (REGION 6)

- *None.*

G. ORANGE COUNTY (REGION 7)

- *Region 7 is in the process of onboarding two new board members Tiara Solorzano and another to be announced.*
- *Starting to plan OCCMA Networking event.*

H. SAN DIEGO COUNTY (REGION 8)

- *Region 8's first event last Wednesday was Brunch with and Executive in Coronado.*
- *Potential baseball game in May, email to Regions from Monica Martinez sent earlier on February 20th for potential partnerships.*

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

- *Pat Martel, ICMA – Executive board has selected new president and CEO first woman to head CEO Julia Novak. ICMA has been affected by changes in federal contracts including USID funding.*
- *Cal ICMA – new board updates. Preparations for 2026 Cal-ICMA annual conference, looking for volunteers to help put on the conference. Goals to increase training and communications with affiliate groups.*

13. EXECUTIVE DIRECTOR'S REPORT

- *No report.*

14. UNFINISHED BUSINESS

15. NEW BUSINESS

16. ANNOUNCEMENTS / GOOD OF THE ORDER

17. ADJOURNMENT

- *3:53 PM*
-

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: March 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

Regional Marketing Materials Support

Marketing materials and speaker gifts for regional events will be available for pickup at Spring Forward, please email me if you need any materials shipped.

Annual Conference Committee Kick-Off

Stay tuned for our upcoming Annual Conference planning committee kick-off meeting. You or your committee chair should have received a scheduling poll. Please let me know if you need it forwarded. A huge thanks to everyone who has already hit the ground running on Annual Conference planning.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: March 18, 2025

To: Board of Directors

From: Rebecca Bernstorff, Director of Finance

Subject: DIRECTOR OF FINANCE – MARCH 2025 REPORT

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Account Status and Activity

As of March 18, 2025, the MMASC accounts had the following bank balances:

- Checking: \$38,105.97
- Savings (reserve): \$95,459.03

Highlights to Date include:

- Membership Dues: \$23,493.70
- Partnership Donations: \$22,710
- Regional Events Revenue: \$5,701.54
- Annual Conference 2025 Deposit: \$10,000

WLS Planning (Co-Chairing with Director of Membership)

- Planning Committee has been established
- Hoping to announce Location, Date and Theme by Spring Forward

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: March 20, 2024

To: Board of Directors

From: Nicole Tibbet, Director of Programming

Subject: DIRECTOR OF PROGRAMMING UPDATES

RECOMMENDATION

Receive and File

BACKGROUND AND DISCUSSION

I have gone through and sent anyone without basecamp access an invitation to our account. Please let me know if you did not receive it.

Keep up the great programming work!

We have notes from our Kick Off discussion and we will be working to address the items mentioned by those in attendance.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: March 2025

To: Board of Directors

From: Region 1

Subject: REGION 1 UPDATES

RECOMMENDATION

Receive and File.

BACKGROUND AND DISCUSSION

Region 1 has scheduled the second “Coastal Connections” event to kick off the new year in Santa Barbara for March 27th. Existing members and potential new members will have 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. The second one will be in the southern area of Region 1 so that folks from the whole region have an opportunity to attend the event without the barrier of a lengthy travel distance. ZacTax will be the sponsor for the second event.

Details are below:

- Thursday, 3/27, 5:30-7:30pm
- Lama Dog Tap Room + Bottle Shop, 3435 State Street, Santa Barbara

Region 1 would like to welcome a new Region 1 Board Member, Ryan Benson. Ryan currently works for the City of Carpinteria as a Management Analyst in the General Government Department. We are excited to have Ryan on board and looking forward to getting him more involved in MMASC.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: March 20, 2025

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

RECOMMENDATION

Receive and File.

BACKGROUND AND DISCUSSION

Region 2 is pleased to report full attendance at the 2025 Board of Directors Kickoff Meeting at the University of La Verne on March 1, 2025. This meeting provided valuable insights into board expectations, event planning resources, marketing strategies, financial guidance for event operations, and upcoming signature events. It was also a great opportunity for our board—comprised mostly of new members—to connect with other region boards and learn from their experiences.

Looking ahead, Region 2 is preparing for our first social event of the year, "**Brewing Connections**," on Thursday, April 24, 2025, at a local Ventura County brewery. This event will serve as an excellent opportunity to build relationships and strengthen our regional community.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: 03/18/2025

To: Board of Directors

From: Region #4

Subject: REGION #4 UPDATES

RECOMMENDATION

Receive and File.

BACKGROUND AND DISCUSSION

We are excited to share that 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 a second event with more details to follow.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: MARCH 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 –

TopGolf in El Segundo, details to be determined

Summer –

Wednesday, June 18 Lunch with the CMs

Ladera Linda Community Center, 32201 Forrestal Dr, Rancho Palos Verdes

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 to be determined

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

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: March 11, 2025

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

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

New Board Members

The board would like to welcome two new board members, Tiara Solorzano from the City of Brea, and Alan Rivera from the City of La Palma. Both have been active participants in regional MMASC events and are eager to assist Region 7 with future events and programming.

Board Kick-off Event

Board members Tiara and Elsa attended the board kick-off event. Tiara and Elsa updated the board on key points addressed during the event including updated region budget, updated bylaw procedures, and the focus on mentorship.

Networking Event

Region 7 is planning a collaborative networking event with OCCMA, tentatively scheduled for Wednesday, May 7th. Region 7 has reached out to schedule an initial e-meeting to discuss further details.

Membership Survey

The board has finalized a survey for the regional membership to provide further insight on future events and involvement. The board plans to reach out to the executive board to leverage the survey platform as well as email distribution.

Plans for the Future

Region 7 will be looking into a few potential future events – an Angel’s game during the summer, an educational lunch and learn or webinar, and a facility tour. The topic will be determined by survey results and leveraging topics discussed on the MMASC message board.