



Board of Directors Meeting

AGENDA

May 15, 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 Coronel, Victor Gomez, and Noe Arechiga
- 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

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 – *Proposed Bylaws Changes (2 attachments)*

16. ANNOUNCEMENTS / GOOD OF THE ORDER

17. ADJOURNMENT

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: May 15, 2025

To: Board of Directors

From: Jonathan Royas, President

Subject: PRESIDENT – MAY REPORT

RECOMMENDATION

The Board of Directors is requested to:

1. Receive and file.

BACKGROUND AND DISCUSSION

Corporate Partners

I am continuing to work on renewing our partnership agreements this year with our existing partners. In addition, we have added two new partners, Partners in Public Innovation (PPI) and Onetera. Agreements are also being finalized for a partnership with MaintStar, Schneider Electric, and Rojas Consulting.

Affiliate Agreements for 2025

In the final stages of finalizing an agreement with the AmeriCorps Lead for America program. Will also looking into executing agreements the National Forum for Black Public Administrators (NFBPA), the Local Government Hispanic Network and the National League of Cities (NLC).

CGL Program Process Improvement

Met with our new partner, PPI, who is spearheading efforts between MMANC, MMASC and the CGL Committees for both of our organizations to overhaul and reboot the CGL program in an effort to make it more transparent and accessible to our members.

CalCities City Leaders Summit

Attended the CalCities Leaders Summit in April and represented MMASC at the City Manager's Executive Committee to hear and provide updates related to our organization and the profession.

Summer Session

Working with the Region 2 team, we are happy to offer our members a transformative day of training focused on process improvement skills that will not only enhance your professional development but also elevate your organization. See session details and draft programing information below.

Don't wait—register today: <https://lnkd.in/d6rW3Ay5>.

Time	Program Information
9:00 – 9:30 a.m.	Breakfast and Registration
Enjoy breakfast and check in before the workshop begins.	
9:30 – 10:00 a.m.	Introductions
Meet the facilitators and participants. We'll set expectations and share goals for the day.	
10:00 – 10:30 a.m.	What is Lean?
An introduction to the lean improvement cycle and how it shifts us from reactive firefighting to proactive problem-solving. We'll identify key pain points and start defining the problems we want to solve.	
10:30 – 10:50 a.m.	Metrics and Problem Definition
Explore how to measure problems effectively using SMART metrics to guide structured improvement.	
10:50 – 11:20 a.m.	Current State Analysis Tools (Part 1)
Discuss seven common obstacles in public services and the importance of observing processes firsthand ("going to the Gemba").	
11:20 – 11:35 a.m.	Break
11:35 a.m. – 12:15 p.m.	Current State Analysis Tools (Part 2)
Create and analyze a process map to better understand obstacles in your workflow.	
12:15 – 12:45 p.m.	Root Cause Analysis
Dive into tools like the "5 Whys" and fishbone diagrams to identify underlying causes of problems.	
12:45 – 1:45 p.m.	Lunch
1:45 – 2:30 p.m.	Future State Tools
Learn how standard work and visual management help ensure quality and uncover invisible	

problems.	
2:30 – 3:00 p.m.	Managing Ideas
Use the impact-effort matrix to quickly prioritize and evaluate ideas for solving problems.	
3:00 – 3:15 p.m.	Break
3:15 – 3:45 p.m.	Case Study
Analyze a real-world example of lean principles applied in a public service setting.	
3:45 – 4:00 p.m.	Closing Session
Wrap-up, reflections, and key takeaways for applying lean at work.	
4:00 p.m.	Happy Hour and Networking

SMASH THE STATUS QUO

Lean 101

A **must** attend MMASC Summer Session event.

What if you could make your workday smoother, smarter, and more impactful – without burning out?

Lean 101 gives you the tools to level up your public service superpowers. Whether you're new to process improvement or ready for a refresher, this year's Summer Session will show you how to eliminate obstacles, simplify systems, AND revolutionize your agency.



July 10, 2025



9 a.m. – 4 p.m.
4 p.m. – 5:30 p.m.: Networking mixer



Agoura Hills Recreation & Event Center
29900 Ladyface Ct.
Agoura Hills CA, 91301



Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: May 7, 2025

To: Board of Directors

From: Rebecca Bernstorff, Director of Finance

Subject: DIRECTOR OF FINANCE – MAY 2025 REPORT

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Account Status and Activity

As of May 7, 2025, the MMASC accounts had the following bank balances:

- Checking: \$46,753.11
- Savings (reserve): \$95,460.63

Highlights FYTD include:

- Membership Dues: \$45,516.32
- Partnership Donations: \$42,710
- All Regional Events Revenue: \$16,106.35
- All Regional Events Expenditures: \$26,124.71
- 2025 Spring Forward Expenditures: \$14,259.27
- 2025 Spring Forward Revenue: \$17,521.02

WLS Planning (Co-Chairing with Director of Membership)

- Save the Date!
 - September 25
 - Queen Mary, Long Beach
 - Uncharted Waters, Unwavering Queens
 - All registration tiers opening on June 1
 - Group discounts available

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: May 8, 2025

To: Board of Directors

From: Nicole Tibbet, Director of Programming

Subject: DIRECTOR OF PROGRAMMING UPDATES

RECOMMENDATION

Receive and File

BACKGROUND AND DISCUSSION

Annual Conference - Call for Speakers is live! We are really looking for some great concurrent session submissions. I will also be sending out a "call for experts" to speak on targeted panels that we would like to present at the Annual Conference. If you have ideas for subject matters, we are all ears!

I want to give kudos to Region 6 who have been working hard on recruiting new members and also Regions 4 and 8 for turning in great event recap forms!

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: May 7, 2025

To: Board of Directors

From: Alyssa Palma, Director of Membership

Subject: MEMBERSHIP UPDATE

RECOMMENDATION

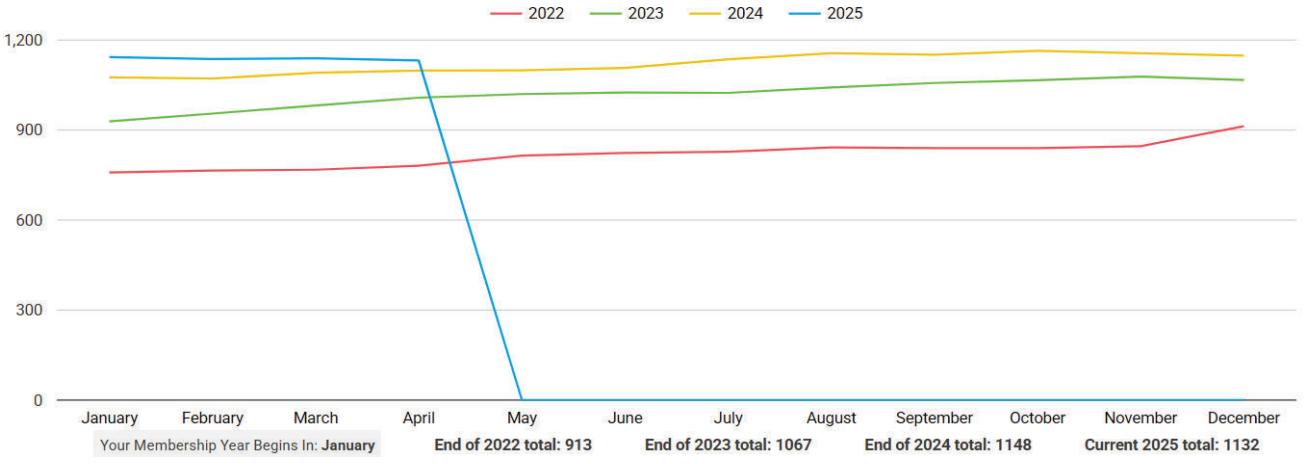
Receive and file.

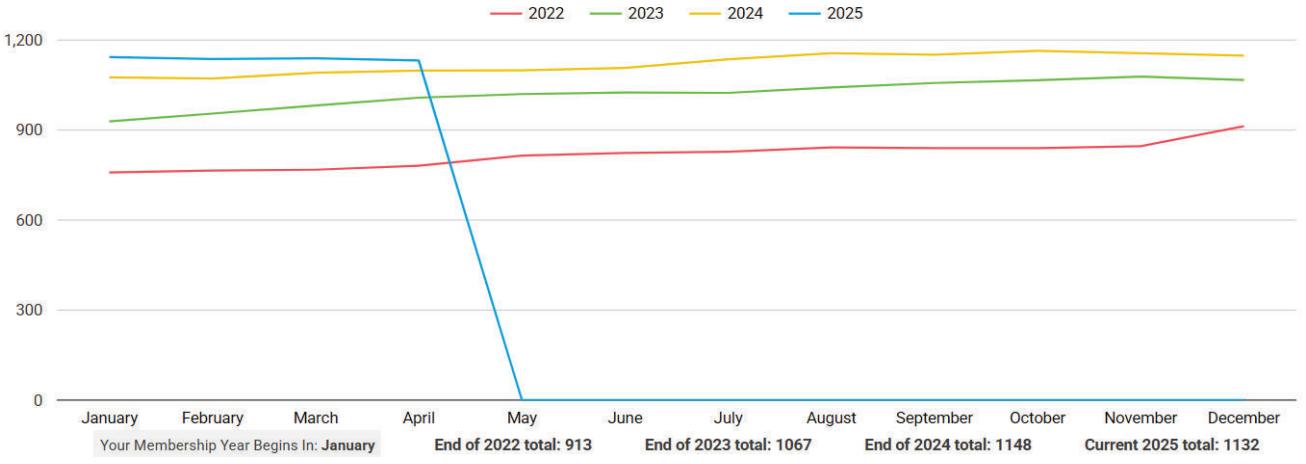
BACKGROUND AND DISCUSSION

Membership Data and Trends

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

- Total members: 1,139
 - Full members: 850
 - Honorary members: 181
 - Student members: 37
 - Business members: 60
 - Admin members: 9
 - Veteran members: 2
- **April 2025** stats:
 - New members: 9 (8 Full Members, 1 Business)

- Comparison of Membership Counts from 2021-2025:



Region Support

- Working with Kevin on a report for membership history
 - Identify our longer-term members
- Working on getting new member emails out for April
- Answering renewal questions and password updates

Looking Ahead

- WLS Planning
- Annual Conference brainstorming

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: May 6, 2025

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

RECOMMENDATION

Receive and File.

BACKGROUND AND DISCUSSION

Region 2 recently hosted a successful social event, “Brewing Connections,” at Enegren Brewery in Moorpark. The event brought together over 25 attendees from across the Region 2 area for an evening of networking and camaraderie. Members from the City of Moorpark expressed their excitement about having the event hosted in their city, and the turnout reflected strong interest in more localized gatherings.

Looking ahead, Region 2 is actively preparing for our upcoming Summer Session, a one-day training event focused on Lean 101: A Foundational Approach to Improving Processes, Boosting Efficiencies, and Making a Lasting Impact on Your Organization. The session will be held on Thursday, July 10th and will include opportunities for hands-on learning, collaboration, and professional development.

Registration is now open, and we encourage members to sign up early. It's shaping up to be an insightful and valuable event with a chance to connect and collaborate with colleagues from throughout the region.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: 05/8/2025

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 City Managers Luncheon, scheduled for Thursday, July 17, at Lucille's Smokehouse Bar-B-Que in Chino Hills. This event aims to bring together City Managers and MMASC members from across the region for an afternoon of meaningful networking, collaborative dialogue, and shared learning.

The luncheon will offer a valuable opportunity for attendees to connect in an informal setting, exchange ideas and best practices, and engage in meaningful dialogue around the key issues and trends impacting our communities.

In addition, Region 4 is in the planning stages for two more exciting events. More details will be shared soon, so please stay tuned for future announcements.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: MAY 2025

To: Board of Directors

From: Region 6

Subject: REGION 6 UPDATES

RECOMMENDATION

Receive and File.

BACKGROUND AND DISCUSSION

Upcoming events:

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

Completed event:

Spring – COMPLETE

May 8 TopGolf in El Segundo
Attendees: 25
Sponsors: Tripepi Smith, West Coast Arborist, TransTech, ZacTax

Welcome to Region 6 new members approved by the Executive Board:

Moises Mata, Senior Management Analyst, City of Norwalk

Jose Marques, Office Specialist II, City of Commerce

Article VI - Regions

A. MMASC shall be divided into eight (8) regions:

1. Central Coast
2. Channel Islands
3. Desert
4. Inland Empire
5. North Los Angeles County
6. South Los Angeles County
7. Orange County
8. San Diego County

The specific cities which make up each region are listed in Attachment A of the Bylaws.

B. As new cities are incorporated, they shall be placed into the specific region in which they reside. Any other changes in regional structure shall be considered an amendment to the Bylaws.

~~C. Representatives from each region shall be appointed by the Executive Board as Region Board Members based on the location of their employment. The Region Board may organize in a manner of their own choosing. The region will select a chairperson or co-chairpersons each year. When the region selects a chairperson, the region shall notify the Director of Programming of the election of the new region chair each year. Region Board Members shall serve one-year terms beginning December 1. Region Board Members shall serve one-year terms commencing on December 1, subject to annual approval by the Executive Board. Approval is contingent upon the submission of a completed Letter of Commitment (LOC) issued by the Director of Programming no later than January 31. Returning board members failure to annually submit the LOC by the deadline shall be interpreted as a resignation, and the Executive Board will proceed with the removal of the individual from the board.~~

D. Region Board Member(s) must be Full Members, not student or business members, and must be in good standing. They must have been a member for at least one year.

~~All above requirements may be waived by a majority of the Executive Board for special circumstances.~~

~~DE. Each region shall have one vote on the Board of Directors regardless of the number of chairpersons.~~

~~FE. Region Board Members are to plan in advance and sponsor a minimum of four (4) professional events annually. The details of the four events should be planned and communicated to the Director of Programming. These activities should not conflict with general membership activities and other regional events whenever possible.~~

G. All above requirements may be waived by a majority of the Executive Board for special circumstances.

Article VIII - Executive Board, Duties, and Elections

D. The duties of the Director of Communications shall include the preparation of marketing materials, management of all communication tools, and other duties assigned by the President. The Director of Communications is responsible for the preparation of the e-newsletter materials, ensuring distribution in collaboration with the Executive Director. The Executive Director is also responsible for the preparation and posting of agendas and minutes for the Executive Board and Board of Directors' ~~monthly~~ meetings to the Association's website. The Director of Communications shall have been a Full Member of this association for at least one year.

H. A Nominating Committee shall be appointed by the President and shall accept and consider all nominations for the positions of President, Vice President, Director of Communications, Director of Finance, Director of Programming, and Director of Membership Services. The Nominating Committee shall be comprised of no less than three Full Members. The Committee shall solicit nominations from City Managers, former officers, Full MMASC Members in good standing and through placing announcements in MMASC publications and emails. The Nominating Committee will solicit and conclude the nomination period ~~s fourteen (14) days~~ prior to the ~~Summer Session~~end of September each year. ~~Additional nominations will be received during the presentation of candidates at the Summer Session. If the Summer Session is cancelled, the President shall designate another [special] event for the Nominating Committee to solicit and receive nominations.~~

I. Elections: The election of officers shall be conducted by the Nominating Committee using an electronic ballot. The Nominating Committee shall distribute an electronic ballot on a date determined ~~at the Summer Session, or other (special) event designated~~ by the President. Ballots shall be distributed to all full members. The ballot period will last fourteen (14) calendar days. Each full member in good standing may only vote once and will have only one vote count in the election process. In deciding the election, the following conditions shall apply: