



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.

Board of Directors Meeting

MINUTES

January 19, 2025

- ***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

Board of Directors Meeting

MINUTES

January 19, 2025

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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