



Board of Directors Meeting

AGENDA

October 16, 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, Noely Allevato, Robert Bauman, Erin Beilstein, Mark Jimenez, Anissa Livas, 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, David Richards and Sara Trench
- 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

September 18, 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 – 3:03 PM**

2. **ROLL CALL**

- 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, Monique Martinez, Debra Gallegos, Arely Venegas
- Region 3 Chair
- Region 4 Co-Chairs, Clarence de Guzman, Antonio Martinez, Solomon Abdel-Aziz
- Region 5 Co-Chairs
- Region 6 Co-Chairs, Moises Mata
- Region 7 Co-Chairs, Elsa Robinson
- Region 8 Co-Chairs, London Adams
- CalCities Representative
- ICMA Representatives
- Institute for Local Government Representative
- MMANC Representative
- Executive Director, Kevin Kilkenny

3. **APPROVAL OF MINUTES**

- *Motion by Director of Membership Palma, Second by Director of Programming Tibbet, motion passed unanimously*

4. PRESIDENT'S REPORT

- *New Corporate Partner Prema Cultura and Composting*
- *Affiliate Agreements continue to be in progress*
- *Bylaw amendment to add retired membership category – Bylaw committee to review today*
- *Mentorship program recognitions*
- *Thanks to Moises Mata for Mentorship and Elections and Bylaws*
- *Window for Nomination Elections is open, nominations close September 25th*

5. VICE PRESIDENT'S REPORT

6. DIRECTOR OF COMMUNICATIONS' REPORT

- *Annual Conference updates – Annual Conference Awards deadline has been extended to September 24th*
- *Board members can still register for AC at Early Bird Date*

7. DIRECTOR OF FINANCE'S REPORT

- *President reported on behalf of Finance Director*

8. DIRECTOR OF PROGRAMMING'S REPORT

- *Thank you to regions for Annual Conference outreach*
- *Will email details to ensure at least one representative for Annual Conference business meeting on Friday morning*
- *Session liaisons needed, more information coming soon, first come, first served*

9. DIRECTOR OF MEMBERSHIP'S REPORT

- *Month of August 26 new members, 16 new in September, 1160 full members*
- *See you next week at Women's Leadership Summit on the Queen Mary*
- *Annual Conference update – Special events information has been sent out to those registered Annual Conference, share I'm attending graphic on LinkedIn*
- *Desert region postcards being mailed with QR code*

10. IMMEDIATE PAST PRESIDENT'S REPORT

11. REGION CHAIR REPORTS

A. CENTRAL COAST (REGION 1)

- *Shannon Kirn – Upcoming Event in Santa Maria on Thursday, October 9th from 9 – 11 AM Economic Development panel*

B. CHANNEL ISLANDS (REGION 2)

- *Mary Haddad, Monique Martinez, Debra Gallegos, Arely Venegas – Planning next Holiday event December 18th, with Ventura City Managers Association*

C. DESERT (REGION 3)

D. INLAND EMPIRE (REGION 4)

- *Clarence de Guzman, Antonio Martinez, Solomon Abdel-Aziz – Held SB 1383 Webinar on Wednesday, September 17th at 11AM, content can be shared upon request if you missed it. Last event of the year will be an Active Transportation Workshop.*
- *Inquiry about sponsorship for Active Transportation Workshop. Send estimate to President and Director of Programming.*

E. NORTH LOS ANGELES COUNTY (REGION 5)

F. SOUTH LOS ANGELES COUNTY (REGION 6)

- *Moises Mata – Planning stages of upcoming event Career Growth and Talent Development Webinar, Insights from an Executive Recruiter, Wednesday October 22 at 11:30 AM*

G. ORANGE COUNTY (REGION 7)

- *Elsa Robinson – Finalizing fall event webinar or tour, more details to be shared.*
- *Preparing interest form for new region board members.*

H. SAN DIEGO COUNTY (REGION 8)

- *Successful Padres v. Dodgers event*
- *London Adams – Collaborating with Region 5 for spooky themed local government stories,*

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

13. EXECUTIVE DIRECTOR'S REPORT

- *Will attend WLS*

14. UNFINISHED BUSINESS

15. NEW BUSINESS

- *Bylaws committee amendment by Tiara Solorzano to include honorary retired membership category*
- *Motion by Director of Membership Palma, Second by Region 4 Board Member Abdel-Aziz, motion passes unanimously*
- *Updates to be posted on website by committee*

16. ANNOUNCEMENTS / GOOD OF THE ORDER

- *Region 4 Board Member de Guzman asked for a potential CIP Project presentation at future conference or signature events*
- *President Royas will transition to the City of Moorpark as the Assistant City Manager*

17. ADJOURNMENT – 3:47 PM

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: October 16, 2025

To: Board of Directors

From: Kirsten Graham, Director of Communications

Subject: DIRECTOR OF COMMUNICATIONS UPDATES

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Annual Conference Updates

Scholarship Update

Scholarship winners have been selected and announced congratulations to:

- Cristofer Davila, Management Assistant, City of South Pasadena
- Stephanie Carbajal, Management Analyst, City of Pomona
- Erica Green, Community Services Director, City of Calabasas

Awards

The awards committee has completed review of award recipients.

Outreach/Communications:

Informational postcards were mailed out September 23rd to all desert region and surrounding cities. A discount code was also shared at the Women's Leadership Summit (WLS). The Director of Programming also requested region chairs to assist with outreach. The annual conference committee chairs continue to meet weekly in preparation for the annual conference. I am working closely with Communications and Marketing Chair Palma to share conference digest, special events, programming spotlights and reception information.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: October 14, 2025

To: Executive Board of Directors

From: Rebecca Bernstorff, Director of Finance

Subject: DIRECTOR OF FINANCE – OCTOBER 2025 REPORT

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Account Status and Activity

As of October 14, 2025, the MMASC accounts had the following bank balances:

- Checking: \$119,867.65
- Savings (reserve): \$105,464.79

Highlights FYTD include:

Category	Revenues	Expenditures
Membership Dues	\$82,343.77	N/A
Partnership Donations	\$80,658.61	N/A
All Regional Events (1-8)	\$22,428.29	\$26,376.93
Summer Session	\$10,422.94	\$10,319.13
Women's Leadership Summit	\$62,170.30	\$59,897.21
Annual Conference	\$196,479.49	\$200,875.79

WLS (Co-Chairing with Director of Membership)

- Done, yay! Big success!

AC Logistics Chair

- Received quotes and completed deposits/payments for:
 - AV
 - Catering

- Furniture/marquee letters
- Working on layout for exhibitor hall and sponsors support
- Hotel room block expansion

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: October 2025

To: Board of Directors

From: Region 1

Subject: REGION 1 UPDATES

RECOMMENDATION

Receive and File.

BACKGROUND AND DISCUSSION

On Thursday, October 9, 2025, Region 1 hosted a panel discussion on “The Next Wave of Economic Development on the Central Coast.” The panel featured municipal and regional economic development leaders sharing their insights on emerging industries, innovative partnerships, novel trends, and how they are positioning the Central Coast for growth and resilience.

The panel was moderated by Loreli Cappel, Deputy Director of Economic & Community Development at the City of Atascadero.

Panelists included:

- Laura Fiedler, Economic Development & Tourism Manager at the City of San Luis Obispo
- Megan Martin, Community Development Director at City of Grover Beach
- Michael Foote, Director of Economic Development & Community Affairs at REACH

The event attracted over 20 attendees from Atascadero to Santa Barbara, and was sponsored by Blutot. Blutot founder and CEO Sophia Zheng attended the discussion, and is interested in learning more about MMASC.



Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: October 16, 2025

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

RECOMMENDATION

Receive and File.

BACKGROUND AND DISCUSSION

Region 2 has been actively planning our Annual Holiday Luncheon in partnership with the Ventura County City Manager's Association. The event is scheduled for **December 18, 2025**, from **11:30 a.m. to 1:00 p.m.** at the **Camarillo Public Library** and will include lunch and a festive holiday-themed activity to bring everyone together. We are grateful to **Onetera** for sponsoring the event.

The cost to attend is **\$30 for members** and **\$35 for non-members**. The event flyer has been submitted to Communications, and advertising will begin shortly.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: 10/16/2025

To: Board of Directors

From: Region #4

Subject: REGION #4 UPDATES

RECOMMENDATION

Receive and File.

BACKGROUND AND DISCUSSION

Region 4 is currently in the process of planning our final event of the year with more details to follow in the near future.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: October 2025

To: Board of Directors
From: Region 6
Subject: Region 6 Updates

RECOMMENDATION

Receive and File.

BACKGROUND AND DISCUSSION

The Region 6 board has continued meeting bi-weekly to finalize details for the upcoming webinar. Details are below:

Career Growth & Talent Development

- **Date:** Wednesday, October 22, 2025; 11:30 AM – 12:30 PM
- **Presenter:** Serena Wright-Black
- **Cost:** Members \$5; Non-Members \$10

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: October 16, 2025

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

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Region 7 is actively working on developing an educational, virtual webinar to host in late November. The topic of the webinar is still being determined, with ideas ranging from providing a legislative update to strategies for engaging residents in local government initiatives. Region 7 Board Members are currently soliciting interest from industry professionals in these related fields. After identifying what partners may be available, Region 7 will coordinate the event logistics and communicate them to the Executive Board to assist in marketing efforts.

Additionally, preparations are underway for Region 7's annual holiday networking event. The event is anticipated to occur in early December, with the location to be determined. The Board anticipates the event will provide ample opportunities and an engaging environment for all to enjoy and learn about the benefits of MMASC.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: October 2025

To: Board of Directors

From: Region 8

Subject: REGION 8 UPDATES

RECOMMENDATION

Receive and File.

BACKGROUND & DISCUSSION

- Discussed October webinar in collaboration with Region 5
- Potential December event (college shirt, Christmas themed?)

FOLLOW-UP & NEXT STEPS

- **Next Meeting Agenda:**
- Finalize marketing materials, speakers, etc.