



## Board of Directors Meeting

AGENDA

May 20, 2020

9:00 AM

Conference Call Phone: (916) 234-5662

[www.uberconference.com/mmasc](http://www.uberconference.com/mmasc)

### 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, Izzy Murguia
- \_\_\_ Vice President, Kristen Nelson
- \_\_\_ Director of Communications/Secretary, Tanya Spiegel
- \_\_\_ Director of Finance/Treasurer, Dominique Samario
- \_\_\_ Director of Programming, Paolo Kespradit
- \_\_\_ Director of Membership Services, Ryan Hallett Hinton
- \_\_\_ Immediate Past President, Nicholas Gonzalez
- \_\_\_ Region 1 Co-Chairs, Norma Cervantes & Ryan Kintz
- \_\_\_ Region 2 Co-Chairs, PJ Gagajena, Katrina Maksimuk, Jonathan Royas & Joana Smith
- \_\_\_ Region 3 Co-Chairs, Ruben Franz & Adam McWey
- \_\_\_ Region 4 Co-Chairs, Nicole Cuadras, Justine Garcia, Matt Hickey, Imelda Huerta, Tara Magner & Lilyan Villarreal
- \_\_\_ Region 5 Co-Chairs, Christopher Castruita, Julio Donayre, Greg Kwolek, Scarlett Santos Leon, Alfa Lopez, Laena Shakarian & Jackie Wong
- \_\_\_ Region 6 Co-Chairs, Arcia Hester, Ani Keshishian & Dia Turner
- \_\_\_ Region 7 Co-Chairs, Joseph Cisneros, Hayley Gilbert, Kirsten Graham, & Nicole Houston
- \_\_\_ Region 8 Co-Chairs, Sylvia Solis Daniels, Monica Martinez, David Richards, Lauren Ryan, Ashlee Stratakis & Lois Yum
- \_\_\_ League of California Cities Representative, Meghan McKelvey
- \_\_\_ ICMA Representatives, Pat Martel & Tony Winney
- \_\_\_ Institute for Local Government Representative, Melissa Kuehne
- \_\_\_ MMANC Representative, Jessica Deakyne
- \_\_\_ Executive Director, Kevin Kilkenny

#### 3. *APPROVAL OF MINUTES*

#### 4. *PRESIDENT'S REPORT*

#### 5. *VICE PRESIDENT'S REPORT*

#### 6. *DIRECTOR OF COMMUNICATIONS/SECRETARY'S REPORT*

- 7. DIRECTOR OF FINANCE/TREASURER'S REPORT**
- 8. DIRECTOR OF PROGRAMMING'S REPORT**
- 9. DIRECTOR OF MEMBERSHIP SERVICES' 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**
- 13. EXECUTIVE DIRECTOR'S REPORT**
- 14. UNFINISHED BUSINESS**
- 15. NEW BUSINESS**
- 16. ANNOUNCEMENTS / GOOD OF THE ORDER**
- 17. ADJOURNMENT**



**Board of Directors Meeting**  
**MINUTES**  
April 15, 2020

---

**1. CALL TO ORDER**

- ❖ President Murguia called the Board of Directors Meeting to order at 9:03 AM.

**2. ROLL CALL**

- ✓ President, Izzy Murguia
- ✓ Vice President, Kristen Nelson
- ✓ Director of Communications/Secretary, Tanya Spiegel
- ✓ Director of Finance/Treasurer, Dominique Samario
- ✓ Director of Membership Services, Ryan Hallett Hinton
- ✓ Immediate Past President, Nicholas Gonzalez
- ✓ Region 1 Co-Chair, Norma Cervantes
- ✓ Region 2 Co-Chair, Katrina Maksimuk
- ✓ Region 4 Co-Chair, Justine Garcia
- ✓ Region 5 Co-Chairs, Scarlett Santos Leon
- ✓ Region 6 Co-Chairs, Arecia Hester & Dia Turner
- ✓ Region 7 Co-Chair, Joseph Cisneros
- ✓ Region 8 Co-Chairs, Dave Richards & Ashlee Stratakis
- ✓ ICMA Representative, Pat Martel
- ✓ Executive Director, Kevin Kilkenny

Absent:

Director of Programming, Paolo Kespradit  
Region 3 Co-Chairs  
League of California Cities Representative  
Institute for Local Government Representative  
MMANC Representative

**3. APPROVAL OF MINUTES**

- ❖ President Murguia presented the minutes from the Board of Directors Meeting on Wednesday, March 18. ICMA Representative Martel informed President Murguia that she was on the call and therefore the minutes need to be corrected. Director of Communications/Secretary Spiegel will make the correction and post the revised minutes.
- ❖ Director of Finance/Treasurer Samario motioned the minutes with the revision, Vice President Nelson seconded the motion. The Board of Directors unanimously approved the minutes.

**4. PRESIDENT'S REPORT**

- ❖ President Murguia provided an update on the COVID-19 Resources Survey that was sent out to the membership. Responses included interest in virtual networking, webinars and provided good ideas how we can engage our Corporate Partners during this time.
- ❖ President Murguia is working with some of our Corporate Partners on providing free webinars to our members during this time. The first webinar will be held on Wednesday, April 15 with Tripepi Smith. The second webinar is being scheduled with Keenan & Associates in May.
- ❖ President Murguia informed the Executive Board with an update on the positive responses received from our Corporate Partners in regard to the COVID-19 Resources that have been included in the What's Happening Wednesday email newsletter.

**5. VICE PRESIDENT'S REPORT**

- ❖ Vice President Nelson checked in with everyone and thanked all for their dedication that each have shown to their respective communities and the MMASC membership.
- ❖ Vice President Nelson thanked Director of Communications/Secretary Spiegel for creating the COVID-19 Resources page on the website.
- ❖ Vice President Nelson provided an update on the CGL Program.
- ❖ Vice President Nelson is working with Director of Communications/Secretary Spiegel on the Veteran Outreach Marketing Materials. Applicants from last year's Annual Conference Veteran Scholarship Winners consented to use anonymous quotes from their applications as part of the promotional materials.
- ❖ Vice President Nelson provided an update on the 2020 Annual Conference that is scheduled for October 28-30 at the Hyatt La Jolla. The Call for Proposals will be sent out in the coming month. If anyone is interested in serving on the Annual Conference Committee, please email [annualconf@mmasc.org](mailto:annualconf@mmasc.org).

**6. DIRECTOR OF COMMUNICATIONS/SECRETARY'S REPORT**

- ❖ None.

**7. DIRECTOR OF FINANCE/TREASURER'S REPORT**

- ❖ Director of Finance/Treasurer Samario provided information on the account balance. As of April 10, there is \$59,230 in the checking account and \$75,284 in the savings account.
- ❖ Director of Finance/Treasurer Samario provided the Board of Directors with the proposed Amended Annual Budget to reflect the decrease of \$1,600 from the Regional Board Events line item. Director of Communications/Secretary Spiegel motioned the approval of the Amended Annual Budget, Region 6 Co-Chair Hester seconded the motion. The Board of Directors unanimously approved the proposed Amended Annual Budget.
- ❖ Director of Finance/Treasurer Samario provided an update on the 2020 Women's Leadership Summit. It has been postponed until Summer due to the COVID-19 pandemic.

**8. DIRECTOR OF PROGRAMMING'S REPORT**

- ❖ None.

**9. DIRECTOR OF MEMBERSHIP SERVICES' REPORT**

- ❖ Director of Membership Services Hallett Hinton provided an update on the monthly membership reporting. As of April 13, membership stands at 858.

- ❖ Director of Membership Services Hallett Hinton provided an update on the League of California Cities Revenue and Taxation Policy Committee Meeting.

#### **10. IMMEDIATE PAST PRESIDENT'S REPORT**

- ❖ Immediate Past President Gonzalez provided an update of the League of California Cities Policy Committee. He provided a summary by Alonso Ramirez, Legislative Analyst for the City of Ontario and representative on the Housing, Community & Economic Development Policy Committee.

#### **11. REGION CHAIR REPORTS**

##### **A. CENTRAL COAST (REGION 1)**

- ❖ Region 1 Co-Chair Cervantes provided an update on a potential Virtual Happy Hour Region event.

##### **B. CHANNEL ISLANDS (REGION 2)**

- ❖ Region 2 Co-Chair Maksimuk provided an update on the plans of a Region Virtual Happy Hour event.

##### **C. DESERT (REGION 3)**

- ❖ None.

##### **D. INLAND EMPIRE (REGION 4)**

- ❖ Region 4 Co-Chair Garcia provided an update on the Mentorship Program.
- ❖ Co-Chair Garcia provided an update on the upcoming Virtual Hangout Region Event in May. In addition, Region 4 will be partnering with NBS for a Revenue Enhancement Strategies workshop in November.

##### **E. NORTH LOS ANGELES COUNTY (REGION 5)**

- ❖ President Murguia provided Region 5's report on their behalf.
- ❖ Region 5 Co-Chair Santos Leon provided an update on the potential upcoming Regional Events for 2020 including a Lunch and Learn, Hiking Activity, Walk for Hope 2020 and a Holiday Mixer. More details for each of the events will be provided at a later point.

##### **F. SOUTH LOS ANGELES COUNTY (REGION 6)**

- ❖ Region 6 Co-Chair Hester informed the Board of Directors that the Region is going to start planning Regional Events in the future.
- ❖ Co-Chair Turner provided an update Regional Events that were postponed/rescheduled.

##### **G. ORANGE COUNTY (REGION 7)**

- ❖ Region 7 Co-Chair Cisneros informed the Board of Directors that the Region Board will be working on scheduling future Region Events, including a Virtual Event.

##### **H. SAN DIEGO COUNTY (REGION 8)**

- ❖ Region 8 Co-Chair Stratakis provided an update on the Virtual Grant Writing Workshop as well as a Virtual Happy Hour.

**12. LEAGUE OF CALIFORNIA CITIES / ICMA / ILG / MMANC REPRESENTATIVE REPORT**

- ❖ ICMA Representative Pat Martel provided an update on the ICMA Annual Conference that is scheduled for September 23-26, 2020 in Toronto, Canada.
- ❖ ICMA Representative Pat Martel informed the Board of Directors of the ICMA COVID-19 Resource Website that has various sources of information and webinars.
- ❖ ICMA Representative Pat Martel provided information on the upcoming ICMA Webinars and Podcasts.
- ❖ ICMA Representative Pat Martel informed the Board of Directors that ICMA is working on getting the information together for the upcoming elections.

**13. EXECUTIVE DIRECTOR'S REPORT**

- ❖ Kevin is working remotely and available if anyone on the Board of Directors needs anything.

**14. UNFINISHED BUSINESS**

- ❖ None.

**15. NEW BUSINESS**

- ❖ None.

**16. ANNOUNCEMENTS / GOOD OF THE ORDER**

- ❖ None.

**17. ADJOURNMENT**

- ❖ President Murguia adjourned the Board of Directors Meeting at 9:49 AM.

# **Municipal Management Association of Southern California**

---

## **BOARD COMMUNICATION**

**Date: May 20, 2020**

**To:** Board of Directors  
**From:** Izzy Murguia, President  
**Subject: PRESIDENT UPDATES**

### **RECOMMENDATION**

- 1) It is recommended that the Board of Directors confirm the cancellation of the 2020 Summer Session.
- 2) It is recommended that the Board of Directors confirm resuming programming effective June 1, 2020.

### **BACKGROUND AND DISCUSSION**

**Summer Session:** With the postponement of Women’s Leadership Summit (WLS) to summer as a result of COVID-19. In efforts to support a successful WLS-like event and avoid the stacking of two signature events around a similar period, the Executive Board approved the cancellation of the Summer Session. This items seeks the Board’s approval.

**Regional Events:** In response to COVID-19, the Executive Board cancelled and postponed programming (regional and signature events) through April 30; the moratorium on programming was extended through May 31, in efforts to allow the Board to assess the situation. During this time, Regions were not required to host any type of event. Given that social distancing and related measures (e.g., stay at home orders) are in effect for the long-term, we’re seeking to resume programming, which shall be virtually. Effective June 1, Regions should begin planning virtual programming and other online activities consistent with the Board requirements to host three professional development events for 2020. If you need assistance planning for an event, please don’t hesitate to reach out to Director of Programming Kespradit.

**SWAG Inventory:** I recently conducted an inventory of our SWAG. Below is a description and quantity of items we currently have.

1. Blue Cups w/ Straw – 29	8. Vases – 5
2. Black Hand Bags – 68	9. Silver Buckets -13
3. Blue Cinch Bag – 55	10. Water Bottles – 14

4. Conference Badges – 31	11. ICMA Student Chapter Pins – 20
5. Note Books – 22	12. MMASC Pins – 123
6. Pens – 22	13. CLG Pins - 53
7. Tote Bags – 27	

**Mentorship Program:** Justine Garcia, Region 4 Board Member is chairing the Mentorship Program. On May 8, Justine held a “kick-off” of the Program holding a Zoom meeting to provide an overview of the program and coordinated breakout groups with each mentor and mentee. Below is the current pairs of mentors and mentees.

Mentee	Mentor
Amber Ahlo, Administrative & Financial Services Officer	Rod Hill Assistant City Manager City of Chino Hills
Jayden Louie Management Assistant City of Monrovia	Judi Tamasi Analyst City of Beverly Hills
Alyssa Ramos Code Enforcement Specialist City of Walnut	Brittany Mello Assistant to the City Manager City of Huntington Beach
Matthew Jones Compliance Specialist Padre Dam Municipal Water District	PJ Gagajena Assistant City Manager City of Moorpark
Tracy Yao Administrative Support Assistant Cal Poly Pomona	Mark Alexander City Manager City of La Canada Flintridge
Antonio Martinez Management Intern City of Santa Ana	Ryan Hallett Hinton Assistant to the City Manager City of La Palma
Pedro Cardenas Intern City of Del Mar	Justine Garcia Management Analyst II City of Rancho Cucamonga
Meghan Wishner Administrative Intern City of Ontario	Barry White Retiree, Adjunct Professor
Kendall Haun Student Cal Poly Pomona	Ingrid Hardy Assistant City Manager City of Thousand Oaks
Emily Ho Administrative Intern City of Laguna Beach	Daniel Singer City Manager City of Santa Paula
Leslie Nacionales Tafoya Administrative Analyst II City of Compton	Marcella Marlowe City Manager City of San Marino
Julio Donayre	Dominic Lazzaretto



City of Alhambra	City Manager City of Arcadia
Patrick Lieneweg Veteran Member	Lauri Aylaian City Manager City of Palm Desert
John Villegas US Air Force	Ben Montgomery City Manager City of Chino Hills
Oliver Bailey US Navy	Mike James Assistant City Manager City of Lemon Grove
Richard Coleman Veteran Member	Izzy Murguia Sr. Analyst City of Poway

# **Municipal Management Association of Southern California**

---

## **BOARD COMMUNICATION**

**Date: May 20, 2020**

**To:** Board of Directors  
**From:** Kristen Nelson, Vice President  
**Subject: VICE PRESIDENT UPDATES**

## **RECOMMENDATION**

The Board of Directors **RECEIVES** and **FILES** this report.

## **BACKGROUND AND DISCUSSION**

**CGL.** President Murguia and I are discussing modifications to our two-year completion plan this week and look forward to continuing to ensure that past, present and future participants have the opportunities needed to graduate the program in a timely fashion.

**Veteran Outreach/ Marketing.** We are thrilled that the promotional materials for our Veteran membership category are complete and in use! Currently, we have eight (8) members and **we need your help!** Part of Veteran membership is automatic enrollment in our mentorship program. As of last week, half our Veterans are still needing a mentor. If you or someone you know would be interested in serving as a mentor for our Veterans, please let us know at your earliest convenience.

**USC Price School.** I currently serve as MMASC's liaison on USC's City/County Management Fellowship Board who met on April 24. I provided an update about Women's Leadership Summit, Summer Session and Annual Conference. I also suggested opportunities for MMASC and the Board to partner on programming since they are looking at best practices for hosting their future events (Speaker Luncheons, City Manager in Residence, State of the City/County Summit, etc.). USC has not signed

on as a Corporate Partner at this time despite numerous outreach attempts by our Executive Board; it is our hope that this collaboration can still result in a strong partnership where MMASC can engage with future public leaders.

**Annual Conference.** Director of Membership Services Hallett Hinton, President Murguia and I spoke last Wednesday to go over a multitude of items related to Annual Conference. What follows are updates on each of the items we discussed.

Committees. I want to share a huge THANK YOU for everyone who has reached out to Director of Membership Services Hallett Hinton and I about serving on a Committee for Annual Conference. At this time, our team is made up of the following dedicated individuals:

Marketing/ Communications

- Tanya Spiegel – CHAIR
- Nicole Cuadras

F&L/ Special Events (1 pending confirmation)

- Paolo Kespradit – CHAIR
- Lois Yum
- Ashlee Stratakis

Bylaws & Elections

- Dave Richards – CHAIR

Programming (1 pending confirmation)

- Jackie Wong
- Justine Garcia

Awards & Scholarships




- Dominique Albrecht – CHAIR
- Nick Gonzalez

We are excited to utilize this year to build the Annual Conference pipeline and

encourage the future leaders of MMASC to take on part of the planning process. Suggestions are always welcome! If you or someone you know is interested in serving on a Committee this year, please do not hesitate to reach out. We still need a few more on hand – it takes all of us to make Annual Conference a success!

Logo. WOW! Our Marketing Committee has already hit the ground running and we are very excited to showcase this year's Annual Conference Logo. Conference materials are being created as we speak!



-  **Innovation & Transformation**
-  **Lead & Succeed**
-  **Tried & True**

Teleconferencing. In an abundance of caution and in consideration of timeliness when it comes to unknowns relating to California recovery/reopening, MMASC's 2020 Annual Conference is going digital. This decision does not come lightly and is partially formed by the existing orders in place; San Diego County's order is 'indefinite' at this time and rumors abound that large meetings and conferences will be prohibited into 2021. Logistics for this have yet to be determined but will require more robust use of WHOVA and other platforms as well as selected speakers' willingness to be recorded/ present digitally. The Executive Board is looking forward to opening the Call for Speakers and informing members/ potential attendees of next steps.

### Hotel

The Executive Board has been in communication with HelmsBriscoe and the Hyatt La Jolla with regards to terminating our 2020 Annual Conference agreement considering the COVID event and given the many unknowns where recovery is concerned, especially with large groups and conferences. We are hopeful that we will be able to recoup our deposits and look forward to hosting a future Annual Conference in the San Diego area.

Keynotes. Director of Membership Services Hallett Hinton and I need to evaluate dynamic keynote speakers who can engage our membership in the digital realm. We are of course open to suggestions and already have an interest list made up of individuals who have contacted us directly as well as suggestions from Susan Guzzetta with SG Speakers.

Corporate Partners. Depending on their level of partnership, many Corporate Partners are given the ability to present at Annual Conference. President Murguia is in the process of evaluating our Partner Agreements considering the decision to go virtual to ensure that our Partners are well managed.

# **Municipal Management Association of Southern California**

---

## **BOARD COMMUNICATION**

**Date: May 20, 2020**

**To:** Board of Directors

**From:** Dominique Samario, MMASC Director of Finance/Treasurer

**Subject: MAY DIRECTOR OF FINANCE/TREASURER'S REPORT**

### RECOMMENDATION

Receive and file.

### BACKGROUND AND DISCUSSION

As of May 7, 2020 MMASC checking account balance is \$59,230. This decrease in our checking account balance is due in part to the second deposit for the 2020 Annual Conference being deducted. In addition, there is \$75,285 in our savings account.

At this time, the Director of Finance is monitoring revenues and expenditures and how they are affected by the current public health emergency. While membership dues are down 9% versus January through April 2019 revenue and regional event revenue is down by 28%, regional expenses are also less than prior year-to-date by 41%. If you less the additional Annual Conference deposit funds spent this year over last year at this time and subtract net revenue, we are \$6,536 short of last year's revenue at this time in 2019. This is something that the board will need to continue to watch.

To provide an update on the 2020 Women's Leadership Summit, the event planning committee met to discuss any options for moving forward this year with an event. The discussion provided great ideas with how to provide a safe event that could be supported by local government agencies and still provide value to attendees. Concepts for this event include creating a "Women's Leadership Week" with online sessions at various times throughout the day in order to create as little impact as possible on people's workloads. The discussion also entailed thoughts about cost. One option was to offer the programming for free to MMASC members and charge a small fee for non-members. The planning committee would like feedback on these concepts from the Executive Board and Board of Directors. One concept that was important to the committee was implementing a member survey to confirm interest in this event moving forward in a virtual format.

**Municipal Management Association of Southern California**  
**Statement of Activity**  
 January - April, 2020

	<u>Jan - Apr, 2020</u>	<u>Total (PY)</u>	<u>% Change</u>
<b>Revenue</b>			
Annual Conference Revenue	643.66	430.00	49.69%
Membership Due	17,394.92	19,081.50	-8.84%
Refunds-Allowances		-430.00	100.00%
Regional Events Revenue	4,511.40	6,288.86	-28.26%
Sponsorship	38,135.00	38,575.00	-1.14%
Summer Session Revenue		259.58	-100.00%
Winter Forum Revenue	9,755.00	10,384.25	-6.06%
Women's Leadership Summit Revenue		6,599.95	-100.00%
<b>Total Revenue</b>	<b>\$ 70,439.98</b>	<b>\$ 81,189.14</b>	<b>-13.24%</b>
<b>Expenditures</b>			
Annual Conference	139,089.55	15,000.00	827.26%
ARC Contract	12,553.69	11,541.70	8.77%
Bank, Legal, and Insurance Fees	555.46	1,150.43	-51.72%
Dues & Subscriptions	7,384.82	6,108.00	20.90%
<b>Meetings</b>			
Board Orientation	407.04	247.15	64.69%
Executive Board Retreat	162.24	1,026.71	-84.20%
<b>Total Meetings</b>	<b>\$ 569.28</b>	<b>\$ 1,273.86</b>	<b>-55.31%</b>
Office Supplies, Postage, and Copies		959.00	-100.00%
President's Conferences	2,382.38		
Regional Events	5,849.81	9,874.21	-40.76%
Scholarship	1,775.71		
Sponsorship Expenditure		500.00	-100.00%
Travel	499.21	1,999.17	-75.03%
Website		1,044.59	-100.00%
Winter Forum	3,109.72	4,441.98	-29.99%
<b>Total Expenditures</b>	<b>\$ 173,769.63</b>	<b>\$ 53,892.94</b>	<b>222.43%</b>
<b>Net</b>	<b>\$ (103,329.65)</b>	<b>\$ 27,296.20</b>	
Annual Conference Deposits over last YTD	\$ 124,089.55		
	\$ 20,759.90		
<b>Difference YTD vs 2019</b>			<b>\$ (6,536.30)</b>

Thursday, May 07, 2020 11:34:25 PM GMT-7 - Cash Basis

# **Municipal Management Association of Southern California**

---

## **BOARD COMMUNICATION**

**Date: May 20, 2020**

**To:** Board of Directors  
**From:** Paolo Kespradit, Director of Programming  
**Subject: PROGRAMMING UPDATE – MAY 2020**

## **RECOMMENDATION**

Receive and file.

## **BACKGROUND AND DISCUSSION**

### *Virtual Programming*

In light of the uncertainty of from the COVID-19 outbreak, MMASC is focusing on the transition to online events and programming. In the past months, many of the Regions have taken the initiative and hosted a series fun and informational events to our members.

In looking at the Governor's Reopening Plan, as well as many others, it is clear that large events will not be back to normal within the near future. Prior to the Board of Directors Meeting, all Region Board Members will receive an email with resources and strategies to host your own virtual event. As with all Region events, the majority of your Region's events should be focused on professional and informational material.

The Director of Programming will also adjust the Guidebook to include information on Virtual events and the planning associated with hosting an effective event.

### *Mid-Year Meeting*

The Executive Board is working on a schedule for the Mid-Year Meeting. The meeting will be held virtually and will be mandatory to all Region Board Members.



# **Municipal Management Association of Southern California**

---

## **BOARD COMMUNICATION**

**Date: May 20, 2020**

**To:** Board of Directors  
**From:** Ryan Hallett Hinton, Director of Membership Services  
**Subject: DIRECTOR OF MEMBERSHIP SERVICES REPORT**

### **RECOMMENDATION**

Receive and file.

### **BACKGROUND AND DISCUSSION**

**Membership Update:** As of May 4, 2020, we had a total of 827 members. In April 2020, we added 3 new members, and 35 members did not renew. Below is a timeline of our membership number since January 2020:

<b>Month</b>	<b># of Members</b>
January 2020	865
February 2020	863
March 2020	860
April 2020	857
May 2020	827

If you have any feedback about membership ideas, please email me at [membership@mmasc.org](mailto:membership@mmasc.org).

**2020 Annual Conference:** Refer to Kristen's Board Report.

# **Municipal Management Association of Southern California**

---

## **BOARD COMMUNICATION**

**Date: May 20, 2020**

**To:** Board of Directors  
**From:** Julio Donayre, Region 5 Board Member  
**Subject: REGION 5 MONTHLY UPDATE**

## **RECOMMENDATION**

Receive and File

## **BACKGROUND AND DISCUSSION**

The Region 5 is currently on hold with the coordination of the planned region events this year. Events include the following:

- Hiking Activity – mid-May or June 2020
- Walk for Hope 2020 (City of Hope Fundraiser) – October 2020
- Holiday Mixer – Early December

No additional updates are available at this time.

# **Municipal Management Association of Southern California**

---

## **BOARD COMMUNICATION**

**Date: May 20, 2020**

**To:** Board of Directors  
**From:** Dia Turner, Region 6  
**Subject:** BOARD UPDATE

## **RECOMMENDATION**

Receive and File

## **BACKGROUND AND DISCUSSION**

1. **Lunch and Learn – Joint events with CCMG** will continue in 2020. The quarterly professional development sessions will be scheduled using an online WebEx format.

The first event is scheduled for Thursday, May 21, 2020, the second tentatively scheduled for June 11 additional specific dates will be finalized in the next few weeks.

- a. We have worked out a deal with Grubhub where we provide confirmed attendees a coupon for \$20 to cover lunch from a local restaurant.
- b. May 21, 2020 Sessions:
  - i. How to Be Successful Working from Home –May 21  
Blurb:  
Whether you've never done it before or experienced it only occasionally, working from home can be quite a change. There are some simple strategies you can implement to help you adapt and be successful as you transition to this new way of working. From things like virtual work etiquette, typical tools you will use, and how to engage with others, this lunch and learn offers best practices based on experience to help you make the most of working from home.
- c. Remaining 2020 Sessions are as follows:
  - i. Balancing Work/Home Life When Working Remotely –June 11
  - ii. Ways to Conduct a Virtual Meeting Virtual – TBD August or September
  - iii. Strategies to Stay Motivated When Working Remotely – TBD
  - iv. Stay Connected with Your Co-Workers When Working Remotely – TBD
  - v. Manage Your Online Presence - TBD

2. **Collaboration with Gateway City Manager's** The next annual meeting (scheduled for June, 2020) was scheduled to be a breakfast La Mirada. The City Manager who is hosting has advised that they are unsure of what will happen due to the COVID pandemic, and is suggesting we move the joint meeting to the Fall. In my opinion, the networking purpose of this joint meeting will be better served if an in-person meeting can be held.
3. Event Cancelled Due to COVID-19 stay at home order. Working with COG to see if this can be presented in an online format.

For reference, session details were as follows:

- a. Paul Arevalo, West Hollywood
- b. Ingrid Hardy, Assistant City Manager
- c. Hannah Shin-Heydorn – brand-new City Manager, Signal Hill
- d. Jennifer Vazquez – new City Manager in Maywood, formerly South El Monte
- e. Suja Lowenthal – Hermosa Beach

Gateway Cities COG leadership is on board with moving forward with an event geared toward attracting women and diverse individuals to the City Manager profession.

Who: Three COG entities in Southern California will partner with Region 6 to host the event.

What: Event will take the form of a moderated panel. Panel will consist of 5 Female city manager or Deputy / Assistant City Manager and one male (Paul Arevalo of West Hollywood was suggested) with a moderator Coach Rowen was requested.

Lunch will be included

When: TBD, 11:00 AM – 1:00 PM

Where: Hosted at Gateway Cities Council of Governments **Capacity is 96 guests**  
 2<sup>nd</sup> Floor of the Clearwater Building  
 16401 Paramount Blvd.  
 Paramount, CA 90723

Why: To address the succession planning dearth of female and diverse individuals in the City Manager profession

To identify and address the barriers of those individuals applying for CM positions

To help CM identify and Mentor interested Management Analysts

To provide guidance and tools for MA's interested in the profession

To allow female and diverse candidates to “see themselves” as City Manager material

To allow CMs to broaden their scope

To encourage “asking the question” (i.e. why is this candidate list all male?)

- The COG is sponsoring the lunch and providing the location
- MMASC will secure the panel and provide structure to the event.

- Cost is \$20 Member and \$25 Non Member
- ICMA, Southern California COGS, MMASC, WOG, Local MPA programs will help promote the event
- Would like to have this event qualify as a CGL credited event under one of the following categories
  - Creating a Culture of Success
  - Organizational Leadership
- Here are the questions the moderator has suggested
  - Proposed Questions
    - Event: Next Gen City Manager Event
    - Why: To address the succession planning dearth of female and diverse individuals in the City Manager profession
      - What barriers did you face in becoming a CM? How did you address each?
      - *Will ask this of the full panel and list out each barrier listed.*
      - *Will dig into each barrier stated as applicable.*
        - Are any of these barriers self-imposed/controllable?
        - If so, how?
        - *Clarify what we can influence/control to empower participants.*
          - How has mentorship helped you in your advancement to CM?
          - What actions or resources would you recommend MA's interested in the profession to take?
          - How does seeing a disparity in female CMs impact your ability to "see yourself" as City Manager material?
          - What do you think could help increase diversity in our CM group?
          - What strengths/skills/traits do you find you uniquely bring to the CM group?
          - How do you balance responsibilities at work and home?
          - How can I better network with CMs?
          - What are the reasons you think diverse colleagues (or anyone) hesitate to pursue CM profession?

Additional Recommendations

- Encourage Panel to share specific stories when answering. Stories are more emotionally charged and better reinforce action.

ICMA, Southern California COGS, MMASC, WOG, Local MPA programs will help promote the event

4. Working with LAWA regarding a tour of the airfield and discussion of the APM (Automated People Mover) Train as well as changes and updates to Uber and Lyft drop off. Meeting will take place in fall 2020. This meeting is still on the schedule. Will work to see if it is possible due to COVID-19 restrictions.
5. **Investigating an Emergency Preparedness event** – on hold  
Session details for reference:

to be held in August or September, in advance of National Preparedness month in September.

- a. City of Long Beach has a City Manager and we have reached out.
- b. Location will be LB ECOC.
- c. Lunch will be provided.
- d. Tour of LB ECOC.
- e. Event will discuss
  - i. preparedness issues
  - ii. Lessons learned during the extended black out LB experienced summer 2015
  - iii. Details, challenges, etc. experienced when ECOC became it's own department
- f. Haig Kartounian of Southern California Edison has reached out to provide an alternative if the Long Beach location falls through

**6. Dress for Success event.**

- a. Working to find a location and partner (possibly Macy's).

# **Municipal Management Association of Southern California**

---

## **BOARD COMMUNICATION**

**Date: May 20, 2020**

**To:** Board of Directors

**From:** Sylvia Solis Daniels, Region 8, Board Member

**Subject: REGION 8/BOARD UPDATES**

## **RECOMMENDATION**

Review and approve Board updates for the May 2020 meeting.

## **BACKGROUND AND DISCUSSION**

The San Diego Region 8 has a monthly board phone call on the second Wednesday of the month. The Board call was held on May 13, 2020. We reviewed upcoming events and potential online activities.

We are preparing for our upcoming webinar on May 21. We will co-host the event with California Consulting, Inc . We will moderate the event and will mute participants to ensure the webinar runs smooth. We have the capacity for 150 participants and currently have about 30 registered. We are noticing that members throughout all regions are signing up for the event, this is one of the benefits of hosting an online event.

Upcoming Events: We discussed hosting an online activity that includes photo-sharing and competition to engage members and we would give away a gift card or prize via email. We didn't confirm any details and wanted to bring it to the board to see if there was a larger campaign we could participate in or if there is any formal guidance to use the MMASC social media outlets. We would like to do this event in the next few weeks and also noted that we could do another online event for the August 'Selfie in front of City Hall' day.