



Board of Directors Meeting

AGENDA

July 20, 2022

3:00 PM

Conference Call Phone: (916) 234-5662

<https://meetings.dialpad.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, Paolo Kespradit
- Vice President, Dominique Samario
- Director of Communications/Secretary, Jonathan Royas
- Director of Finance/Treasurer, Louie Lacasella
- Director of Programming, Joseph Cisneros
- Director of Membership Services, Greg Kwolek
- Immediate Past President, Tanya Spiegel
- Region 1 Co-Chairs, Ryan Kintz and David Packard
- Region 2 Co-Chairs, Erin Barry, Mitchell Cameron, Mackenzie Douglass, PJ Gagajena, Nicki Mayes and Katrina Titus
- Region 3 Chair (vacant)
- Region 4 Co-Chairs, Matt Hickey, Christopher Kennedy and Mollie Kortsen
- Region 5 Co-Chairs, Christopher Castruita, Alfa Lopez, Sophia Musa, Yesenia Paez and Jocelyn Torres
- Region 6 Co-Chairs, Ani Keshishian and Dia Turner
- Region 7 Co-Chairs, Hayley Gilbert, Kirsten Graham, Nicole Houston, Shaunna Hunter, Joshua Soliz and Alyssa Palma
- Region 8 Co-Chairs, Sylvia Solis Daniels, Imelda Huerta, Monica Martinez, David Richards, and Lauren Ryan
- CalCities Representative, Meghan McKelvey
- ICMA Representatives, Pat Martel and Kurt Wilson
- Institute for Local Government Representative, Melissa Kuehne
- MMANC Representative, Ellie Dallman
- 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 / 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
June 15, 2022

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 Kespradit called the June 15th, 2022 Board of Directors meeting to order at 3:03 p.m.

2. ROLL CALL

Present

- President, Paolo Kespradit
- Vice President, Dominique Samario
- Director of Communications/Secretary, Jonathan Royas
- Director of Finance/Treasurer, Louie Lacasella
- Director of Programming, Joseph Cisneros
- Director of Membership Services, Greg Kwolek
- Immediate Past President, Tanya Spiegel
- Region 1 – David Packard
- Region 2 – Katrina Titus & Mackenzie Douglass
- Region 4 – Mollie Kortsen
- Region 7 – Nicole Houston & Joshua Soliz
- Region 8 – David Richards
- Executive Director, Kevin Kilkenny

Absent

- Region 3 Chair (vacant)
- Region 5
- Region 6
- CalCities Representative, Meghan McKelvey
- Institute for Local Government Representative, Melissa Kuehne
- MMANC President, Elle Dallman

Excused

- ICMA Representatives

3. APPROVAL OF MINUTES

Director of Programming Cisneros motioned for approval of the minutes. Immediate Past President Spiegel seconded the motion. Motion approved unanimously.

4. PRESIDENT'S REPORT

- Congratulations to MMASC for putting on a successful Women's Leadership Summit event. Special thanks to Vice President Dominique Samario, Region 7 Board Member Nicole Houston, Tanya Williams, and Kim Summers.
- Q3 Corporate Partner meeting will be held virtually on Wednesday, August 10 at noon. The Q4 Corporate Partner meeting will be held at the Annual Conference on Wednesday, November 2.
- No reportable action taken.

5. VICE PRESIDENT'S REPORT

- AC co-chairs Lacasella and Samario have updated the website and registration is now live. The early bird rate is valid through July 31 and we encourage all board members to register right away and book the hotel rooms as soon as possible to guarantee your place.
- Continued work with Immediate Past President Spiegel on MMASC website redesign/update.
- WLS event took place on Wednesday, May 25, and was a big success. Thanks to all who attended.
- No reportable action taken.

6. DIRECTOR OF COMMUNICATIONS/SECRETARY REPORT

- New Region Event Registration portal is active and working well. Any region board member who would like to create an event can simply go to the Region Board Event Form and fill out everything you need in one place to setup the registration link for your event.
- WHW will feature Women's Leadership Summit committee spotlight in June followed by a spotlight session in August related to the Summer Session.
- No reportable action taken.

7. DIRECTOR OF FINANCE/TREASURER'S REPORT

- Committee on Reserve and Investment Policy met. Recommendation consists of leaving \$50,000 into the checking, \$75,000 in the savings and investing the remaining around \$35,000 into CDs when interest rates increase. These amounts and justification is proposed to be presented in more detail during the bylaws meeting later this year at the annual conference for adoption by the association's membership.
- As of June 14, 2022, the MMASC accounts had the following balances:

- Checking: \$80,569.69
- Savings (reserve): \$80,301.49
- No reportable action taken.

8. *DIRECTOR OF PROGRAMMING'S REPORT*

- Summer Session 2022, themed “Building a Thriving Future”, will be held on Thursday, July 28 at the Diamond Bar Event Center Grand View Ballroom (1600 Grand Avenue, Diamond Bar, CA 91765).
- The Mid-Year Retreat is tentatively scheduled for Saturday, August 20, time and location to be determined.
- No reportable action taken.

9. *IMMEDIATE PAST PRESIDENT'S REPORT*

- The website design layout has been approved and updates are being made to the website.
- Applications are being accepted for Local Government 2030 – Lessons for the Future: A Convening of Practitioners that will be held November 4-6, 2022 on the UNO Campus, in Omaha, Nebraska.
- No reportable action taken.

10. *REGION CHAIR REPORTS*

- ***CENTRAL COAST (REGION 1)***
 - i.* Region 1 will be holding its next event, “Meet Your Peers at the Pier” in partnership with Management Partners on June 29 at the spectacular Pismo Beach Pier Plaza!
 - ii.* No reportable action taken.
- ***CHANNEL ISLANDS (REGION 2)***
 - i.* Saturday July 23rd at 9-11am: Beach Clean-Up event at the Ventura Promenade in partnership with the Surfrider Foundation followed by lunch at the Ventura Pier afterwards.
 - ii.* b. Thursday August 18th 2-4 pm: Naval Base Ventura County, and are planning for a Thursday, August 18th tour at 2pm with a happy hour at Institution Ale in Camarillo afterwards.
 - iii.* c. Wednesday December 15: Annual City Managers’ Luncheon.
 - iv.* No reportable action taken.
- ***INLAND EMPIRE (REGION 4)***
 - i.* Region 4 hosted its first event of the year after the Women’s Leadership Summit on May 25, 2022. About 60 people attended the mixer and everyone had a great time.
 - ii.* No reportable action taken.
- ***ORANGE COUNTY (REGION 7)***

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: July 20, 2022

To: Board of Directors
From: Paolo Kespradit, President
Subject: PRESIDENT UPDATES – JULY

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Annual Conference – Corporate Partner Program

Per our partnership agreement, Corporate Partners are provided specific benefits for Annual Conference. Since this will be our first conference back in two years, there has been requests to provide additional partnership opportunities which are above the current offerings. In the past these additional sponsorships have included afternoon snacks, beverage service, and WiFi. The President will work with the Annual Conference Planning Co-Chairs to create an additional sponsorship program for Annual Conference.

California City Management Foundation Board Meeting

The President will be attending the CCMF quarterly board meeting as a guest and will talk about strategic partnerships between both organizations. CCMF is looking to attract younger City Manager members.

Events and Conferences

- Cal Cities City Manager's Executive Committee Meeting (Rancho Cucamonga, California): July 21, 2022
- MMASC Summer Session (Diamond Bar, California): July 28, 2022

- Institute for Local Government Board of Directors Retreat (Sacramento, California): August 18-19, 2022)

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: July 20, 2022

To: Executive Board of Directors
From: Dominique Samario, Vice President
Subject: **VICE PRESIDENT UPDATES**

RECOMMENDATION

Board of Directors to receive and file this report.

BACKGROUND AND DISCUSSION

The Vice President is working on outreach and recognition (Committee Spotlights). Thank you to Jonathan and the Communications and Marketing Committee for featuring the WLS planning committee in June. For July, I plan to feature one of the Annual Conference sub-committees and in July, the Summer Session planning committee.

Annual Conference

Annual Conference registration is now live! Please register at your earliest convenience and secure your conference hotel room. The Executive Board and planning committees should plan on arrive on Tuesday evening, November 1, for some prep activities and also a thank you outing and dinner with the group.

We recently finalized our 2022 Annual Conference theme and will be updating the webpage accordingly.

The Future is Now: 70 years of advancing the local government profession

MMASC Website

Immediate Past President Spiegel and I have approved the next phase of the concept and are moving forward with MMASC's website refresh. The next milestone will take place by the end of August and we will debut the updated homepage to the group. In addition, I attended the June 20 Civic Engage website training, which shared some excellent best practices for how to manage a group-run website.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: July 20, 2022

To: Board of Directors

From: Jonathan Royas, Director of Communications/Secretary

Subject: DIRECTOR OF COMMUNICATIONS/SECRETARY REPORT

RECOMMENDATION

Receive and file.

BACKGROUND & DISCUSSION

REGION EVENT REGISTRATION PROCESS

Our new Region Event Registration portal is active and working well. We have had two regions use the new form thus far. Going forward, any region board member who would like to create an event can simply go to the Region Board Event Form and fill out everything you need in one place to setup the registration link for your event. Filling out the form will also start the process with our Communications / Marketing team to develop social media posts, flyers and inclusion in the What's Happening Wednesday. You can even share any photos you may wish to use for your event. Of note, in order to adequately setup and market your event, the Communications / Marketing team kindly requests submissions at least 45 days in advance. Additionally, events submitted through the portal will automatically be forwarded to the Executive Board for increased communications.

JOB OPPORTUNITIES FORM

Worked with Executive Director Kilkenny to make it easier for Mr. Kilkenny and for organizations to submit job postings to our email distribution lists. Organizations can go to Resources, Job Opportunities and then access the Job Opportunity Posting Form to fill in all the details required to submit their post. Many thanks go to Communications and Marketing

Committee Member Nicki Mayes for her assistance with these updates.

WHW

The Marketing/Communications committee continues to make improvements to the WHW on a weekly basis to bring relevant content to our members. The committee anticipates producing a Spotlight session on the Summer Session committee in August. Many thanks go to Communications and Marketing Committee Member Alyssa Palma for her assistance with these updates.

ANNUAL CONFERENCE

The Marketing/Communications committee worked with the Annual Conference Committee in June to help produce graphic content and the theme related to this year's Annual Conference in addition to creating a "70 Year" MMASC Anniversary Logo to be used on Annual Conference marketing materials.

ADDITIONAL PROJECTS

Created a new step and repeat banner and vertical banners for use at MMASC events including the upcoming Summer Session. Please coordinate with a member of the Executive Team should you wish to utilize these assets at a Region event.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: July 20, 2022

To: Board of Directors

From: Louie Lacasella, Director of Finance/Treasurer

Subject: DIRECTOR OF FINANCE UPDATES

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Reserve and Investment

Given direction provided by the board at the last board meeting, I am working on drafting language requesting bylaw changes that will be presented during the annual business meeting at the annual conference. The bylaw changes will address the board's reserve and investment desires.

2022 Annual Conference

Currently working with fellow Co-chair Samario and planning committee members to plan the 2022 annual conference. The committee held its second full committee meeting last week. We have great lineup of keynote speakers and breakout sessions. The following are the committee chairs:

Programming Committee Chair: Nicole Houston, City of Lake Forest

Scholarships and Awards Committee Chair: Meghan Wishner, City of Fountain Valley

Marketing Committee Chair: Jonathan Royas, City of Santa Paula

Logistics Committee Chairs: Greg Kwolek, City of Morro Bay and Joseph Cisneros, City of La Palma

Special Events Committee Chair: Tanya Spiegel, City of Ontario

Bylaws Committee Chair: Imelda Huerta, City of Vista

Conference registration is open on the association's website, including hotel. The committee is finishing up its marketing tagline and graphics. Scholarship and awards committee plans to open applications end of July. Starting in August session spotlights will appear in the weekly what's happening Wednesday.

Account Status and Activity

As of July 5, 2022, the MMASC accounts had the following balances:

- Checking: \$96,244.14
- Savings (reserve): \$80,302.15

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: July 20, 2022

To: Board of Directors

From: Joseph Cisneros, Director of Programming

Subject: DIRECTOR OF PROGRAMMING – JULY 2022 REPORT

RECOMMENDATION

Receive and file.

REPORT

Summer Session

Summer Session will begin next Thursday, July 28 at 9 AM at the Diamond Bar Event Center Grand View Ballroom (1600 Grand Avenue, Diamond Bar, CA 91765). The agenda is posted to the website (www.mmasc.org/summersession). Following the program, join your colleagues at the networking mixer, includes a cash bar, at the Diamond Bar Center. Registration spaces are filling up quickly! For Board members who did not get a chance to register at the early bird rate, please email summersession@mmasc.org for the discount code.

Board of Directors Mid-Year Retreat

Save the Date! The Mid-Year Retreat is scheduled for Saturday, August 20 from 11:00 AM - 2:00 PM at Ballast Point - Long Beach (110 N Marina Dr., Long Beach, California).

Mid-Year Retreat is a chance for the Board of Directors to meet in person to reflect on the 2022 year, discuss the upcoming Annual Conference, and begin looking at next year's events and programming. It is also a time for the board to network with each other in fun and interactive setting. Please RSVP to Joseph Cisneros by Friday, August 12 at programming@mmasc.org or 714-690-3358.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: July 19, 2022

To: Board of Directors

From: Gregory Kwolek, Director of Membership Services

Subject: MEMBERSHIP UPDATE

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

The following is a breakdown of MMASC membership stats as of July 19, 2022-

- Total members: 830
 - Full members: 581
 - Honorary members: 153
 - Student members: 35
 - Business members: 49
 - Admin members: 8
 - Veteran members: 4
- June stats:
 - New members: 27
 - Lapsed memberships: 21

SUMMER SESSION

The Summer Session Committee is wrapping up preparations for the signature event to be held at Diamond Bar Center in Diamond Bar, CA on Thursday, July 28th. All speakers/sessions are in place, and the Committee is finalizing the run of show and floorplan. We are looking forward to a great event!

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: July 20, 2022

To: Board of Directors

From: Tanya Spiegel, Immediate Past President

Subject: IMMEDIATE PAST PRESIDENT UPDATES

RECOMMENDATION

The Board of Directors **RECEIVES** and **FILES** this Report

BACKGROUND AND DISCUSSION

Website Redesign: The backend of the website is being updated with new layout. The scheduled launch of redesigned website is Tuesday, August 30.

MMASC Annual Conference: I am Charing the Special Events Committee for the 2022 Annual MMASC Annual Conference. If anyone is interested in serving on the Committee, please reach out to me.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: July 20, 2022

To: Board of Directors

From: David Packard and Ryan Kintz, Region 1 Board Members

Subject: REGION 1 REPORT

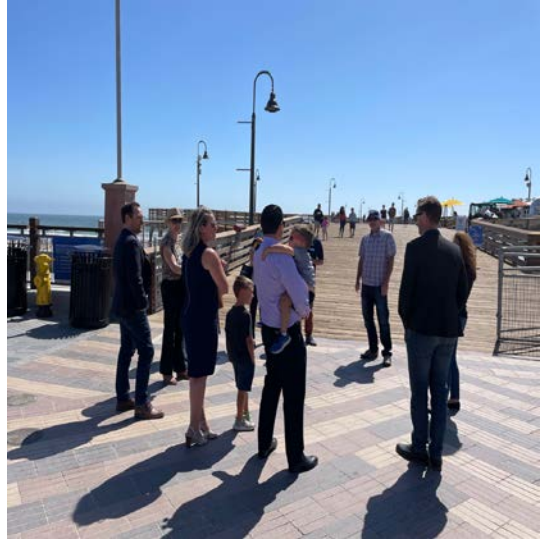
RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

Region 1 held its event, “Meet Your Peers at the Pier” in partnership with Management Partners on June 29 at the Pismo Beach Pier Plaza (photos below). We had 16 total attendees, including some prospective MMASC members, and had a great time. We have momentum, especially in San Luis Obispo County, and will be working to host another event in the City of San Luis Obispo in the coming months. We are also beginning to plan an event in the Santa Barbara area in the coming months.





Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: July 20, 2022

To: Board of Directors
From: PJ Gagajena, Region 2 Board Member
Subject: REGION 2 REPORT

RECOMMENDATION

Receive and file.

BACKGROUND AND DISCUSSION

- 1) Upcoming Events
 - a. Saturday July 23rd 9-11am: Beach Clean-Up event at the Ventura Promenade in partnership with the Surfrider Foundation followed by lunch at the Ventura Pier afterwards.
 - b. Thursday August 18th 2-4 pm: Naval Base Ventura County tour followed by a happy hour at Institution Ale in Camarillo afterwards.
 - c. Wednesday December 15: Annual City Managers' Luncheon

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: July 20, 2022

To: Board of Directors
From: Chris Kennedy, Region 4
Subject: **REGION 4 REPORT**

RECOMMENDATION

Receive and File.

BACKGROUND & DISCUSSION

Region 4, is super excited about the second half of 2022. We have planned our networking event for late Summer/Early Fall and an educational event for late Fall/Early Winter.

Our networking event is planned for Top Golf Ontario at the end of August. We hope to host a minimum of 25 guests with a small registration fee for golf and networking. Later in the fall we plan to present a learning event with the Ontario City Attorney's office to further educate members on up coming bills and or current law.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: July 20, 2022

To: Board of Directors
From: Yesenia Paez, Region 5 Board Member
Subject: **REGION 5 BOARD UPDATES**

RECOMMENDATION

Receive and File

BACKGROUND AND DISCUSSION

The Region 5 Board is working on developing the following:

- A. Future Collaboration – The region is hoping to partner once again with the SGV City Manager’s Association for a new event in October. This event would focus on the path to becoming a City Manager with a panelist approach. More details to come at a later date.
- B. Future Events/Programs – Region 5 is planning a “giving back” event during the upcoming holidays. The group is trying to secure a tour of the “Tiny Home” project while also hosting a canned food drive. This event will take place in November.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: July 20, 2022

To: Board of Directors
From: Kirsten Graham, Region 7 Co-Chair
Subject: REGION 7 UPDATES

RECOMMENDATION

Receive and file.

DISCUSSION

Region 7 Board met to discuss upcoming 2022 MMASC regional event programming. A survey was sent out to Region 7 members on July 14 for feedback on upcoming professional development and networking events.

Upcoming regional events include our signature event with the Orange County City Managers Association (OCCMA) scheduled October 5 and a networking event in December.

Municipal Management Association of Southern California

BOARD COMMUNICATION

Date: July 14, 2022

To: Board of Directors

From: Region 8

Subject: REGION 8 UPDATES

RECOMMENDATION

Receive and File.

BACKGROUND AND DISCUSSION

- 2022 Event Discussion
 - Assistant City Manager Brunch – This event is still under development.
 - Del Mar City Hall event – October 5th, 9:30 – 11:30 am
 - Sylvia is going to work on finding a caterer
 - Board members will reach out to Assistant City Managers starting August 1, 2022
 - Padre Game – Region 8 is looking for regions who may be interested in partnering to book a large section
 - Monica will reach out to Padres to confirm Sept. 30, 2022 game
 - Bowling event: Palm Springs Lanes to be held during 2022 MMASC Conference at the Westin Rancho Mirage Golf Resort and Spa.
 - Wednesday, Nov. 2, 2022 from 7 – 10 pm
 - Sylvia will call bowling alley to check availability
 - New member Board meeting invitation via Teams or Zoom
 - Will invite new members to August meeting
 - Will follow-up with region-wide invitation open to all members at the start of 2023