



**MINUTES** MUNICIPAL MANAGEMENT ASSOCIATION OF NORTHERN CALIFORNIA

**Board of Directors Committee Meeting**

**Wednesday, March 20, 2019** | 3:00 p.m. to 4:00 p.m.

**Dial in:** (563) 999-2090 | **Access code:** 959540

TOPIC	PREPARATION	PROPOSED PROCESS
<p>1 <b>Commence Meeting/Roll Call</b>            TIME: 2 minutes            PURPOSE: Procedure            LEADER: Carla Hansen/Alexandra Orologas</p>	<p>None</p>	<p>- Meeting commenced at 3:05 p.m.</p>
<p>2 <b>Approval of March 20, 2019 Meeting Minutes</b>            TIME: 2 minutes            PURPOSE: Decision            LEADER: Carla Hansen</p>	<p>Review Minutes</p>	<p>- Motion to approve: Ellie Dallman            - Second: Miranda Lutzow            - Approved. Abstention – Region 2</p>
<p>3 <b>Director Reports</b>            TIME: 1-3 minutes each            PURPOSE: Informational/Feedback            LEADERS: Carla Hansen, Jessica Deakyne, Milas Smith, Justin Lovell, Monica Davis, Alexandra Orologas, Ellie Dalman</p>	<p>None</p>	<p>Milas Smith reviewed revenues and expenditures to date. Justin talked about the upcoming Tomorrow’s Department Head Forum. Alex reminded the board that they need to provide information to her when hosting events, etc. Ellie mentioned she held the kick off call for the annual conference planning committee and that max attendance will be 350 people not including exhibitors and speakers. Jess mentioned the date that WLS registration opened. Carla gave a very brief update date about the workplace for the strategic plan.</p>
<p>4 <b>Marketing Plan Update</b>            TIME: 30 minutes            PURPOSE: Informational/Feedback            LEADERS: Carla Hansen</p>	<p>Reviewed google document</p>	<p>Ryder Todd Smith from Tripepi Smith gave an overview of the marketing plan. Ryder recommended the board start with metrics and start measuring them going forward. Next steps will board members to finalize their comments in the document and then figure out how to integrate some of this plan within MMANC’s new strategic plan.</p>
<p>5 <b>Signature Event Updates</b>            TIME: 5 minutes            PURPOSE: Informational/Feedback            LEADERS: Signature Event Co-Chairs</p>	<p>None</p>	<p>Winter Forum – Successful event in Stockton.            Women’s Leadership Summit – May 16 in Santa Cruz. Gathering nominations for rising star award.            Summer Symposium – Collaboration with Cal Ed August 14 in Danville. Walking tour and mixer.</p>

<p>6 <b>Region Updates</b>  TIME: 10 minutes (2 minutes each)  PURPOSE: Informational/Feedback  LEADERS: All</p>	<p>None</p>	<p>- Brief Report from Region Co-Chairs on the following:</p> <ol style="list-style-type: none"> <li>1) Upcoming events planned</li> <li>2) Recent events executed</li> <li>3) Efforts to expand membership in your region <ul style="list-style-type: none"> <li>• Region 1 – Reported out on February 22 event at Devils Canyon Brewery. March 23, co-hosted lunch at GovEx pop up event. Working on events – event mixer for May 16 Women’s Leadership Summit and June 29 Giants game.</li> <li>• Region 2 – July 12, Budget and Building Trust. TBD session on Mare Island re: economic development, TBD session Sonoma State re: Local Gov 101.</li> <li>• Region 3 – March 25, Careers Upward in Local Gov, TBD finance event in August.</li> <li>• Region 4 – None.</li> <li>• Region 5 – TBD in Fall on Technology.</li> </ul> </li> </ol>
<p>7 <b>Other Items and Announcements</b>  TIME: 5 minutes  PURPOSE: Informational  LEADERS: All</p>	<p>None</p>	<p>None.</p>
<p>8 <b>Adjournment</b>  PURPOSE: Meeting End</p>	<p>None</p>	<p>Meeting adjourned at 4:00 p.m.</p>