



Board of Directors Meeting Agenda

January 20, 2023 | Winter Board Retreat

1. **CALL TO ORDER (9:46am)**
2. **ROLL CALL**
 - a. Quorum achieved by all members present
3. **APPROVAL OF MINUTES**
 - a. Approval of Minutes of the November 10, 2022 Board Meeting
 - i. Recommendation: Approve the Minutes of the November 10, 2022 Board Meeting - **ACTION: Approved**
4. **UNFINISHED BUSINESS**
5. **NEW BUSINESS**
 - a. 2023 Vice President Appointment (Report from President Stefanski)
 - i. Recommendation: Approve appointment of Justin Lovell to serve the remainder of Melvin Gaines' term as Vice President. - **ACTION: Approved**
 - b. 2023 MMANC Annual Budget Adoption (Report from Treasurer Valdez)
 - i. Recommendation: Review, discuss, and adopt the 2023 MMANC Annual Budget. - **ACTION: Approved**
 1. \$239k Income, \$237k expenditures = \$2k balance = balanced budget
 - a. Goal was to be realistic
 - b. NOTE: Region Events are designed to **bring in income** - goal to break even with registration fees, sponsorships, etc
 - i. Regions have \$500 budget for regional events, but those costs are meant to be recouped by fees/income from the region events
 - c. Conference is expensive and the goal is to balance that cost with other signature events and income
 - i. Rising cost of putting off the conference
 2. Reserve of \$107k
 - a. Policy for our reserve

Discussion from the Board:

- May need to restructure the membership costs to address rising costs of the conference to keep conference costs affordable
- Reserve doesn't have a specific policy currently
 - Use for things like:
 - Don't meet room block at conference and have to cover costs
 - Backup funding if we go into a recession
 - Reserve = cash flow for advance costs for conferences, etc.
- Sponsorships restructuring - did expand tier offerings and bumped up sponsorship levels by \$1500 last summer and putting into effect this year
 - Corporate sponsorship brochure for 2023 is updated and on the website
- Donation opportunities?
 - Donation link in the Newsletter?
- Membership push - 100 more members budgeted this year
 - Opportunity to go to region City Manager meetings to recruit
 - On the board to bring in people via word of mouth
 - This number is on par with what we've added the past year
- Concern of being able to put on a budget for smaller signature events for the budget given - reimagine the budgets for winter & summer forum?
 - Can present an alternate budget for an event as long as it is cost recovery
 - Goal is break-even budget with a slightly higher margin of income if possible

c. Designation of Officers for Bank Accounts (Report from Treasurer Valdez)

- i. Recommendation: Approve the Resolution authorizing John Stefanski, Justin Lovell, and Anthony Valdez to be added to the MMANC Bank Accounts and removing past board members from the accounts. -

ACTION: Approved

6. BOARD DIRECTOR UPDATES, COMMITTEE, & REGION UPDATES

a. President

- i. Board Member Resignation
- ii. Stanford LGSI-Scholarship Proposal

1. Act as fiscal agent for donations that Stanford collects for scholarships
 2. Select scholarships - more logistics details to get figured out
 3. Opportunity for promotional opportunities, collaboration
- iii. Google Transition
1. Need google account to access
- b. Vice President**
- i. Cleaning up CGL files
 - ii. Anyone interested in CGL support - let Justin know
- c. Treasurer**
- i. Passed a balanced budget!
 - ii. Plan to revisit budget at midyear for signature events as they look at actual costs
- d. Membership Director**
- i. Review of Membership Trends and Status
 1. Goal is to get past 800 this year (10% increase)
 2. Executive membership grew from 22 to 101 in 2022
 3. Question/Comments
 - a. Retention - more info on retention numbers at a future meeting
 - b. How many events do people attend?
 - c. Communicating the cost/benefit of the membership - what is the value of the membership?
 - d. Auto-renewal of membership? Explore how to make membership renewal smoother for members - retention
 - e. Executive membership - **do a donation/engagement email blast to the executive members? Touchpoint every year for annual renewal.**
 - f. **Group membership for jurisdictions?** Bundle discount for memberships, conference registrations
 - i. Run a pilot program this year?
 - ii. MMASC has talked about doing this
 - ii. Goal = region events to encourage membership
- e. Programs Director**
- i. Monthly meetings for regions - include Candice on the invites
- f. Communications Director**

- i. Google documents - communications folder, pictures folder, how-to guides on there
- ii. Canva - reach out to Gio if you're planning an event and need to make a graphic to advertise

g. Conference Director

- i. Planning underway - Monday is conference planning committee kickoff, theme to be decided soon
- ii. October 2023 is in Tahoe

h. Immediate Past President

7. COMMITTEE UPDATES

a. Winter Forum Planning Committee (Report from Katie Regan)

- i. Friday, March 3 is the Data Deep Dive Winter Forum at Stockton Arena

8. OTHER ITEMS & ANNOUNCEMENTS

a. Upcoming Events

- i. Winter Forum–March 3, 2023–Stockton Arena, Stockton CA
- ii. Annual Conference–October 25-27, Lake Tahoe, CA

9. ADJOURNMENT (10:53am)

BIKE RACK:

Signature events - adjusting expectations for the signature events, related to the budget



Agenda Item 3.A

TO: Board of Directors
FROM: [Giovanna Erkanat](#), Secretary-Communications Director
DATE: Jan 20, 2023
SUBJECT: Approval of Minutes of the November 10, 2022 Board Meeting

RECOMMENDATION: Approve the Minutes of the November 10, 2022 Board Meeting.

DESCRIPTION:

TOPIC	PREPARATION	PROPOSED PROCESS
1 Commence Meeting/Roll Call TIME: 2 minutes PURPOSE: Procedure LEADER: Ellie Dallman	None	- Ellie calls the meeting to order at 4:04.
2 Approval of October Minutes TIME: 2 minutes PURPOSE: Action LEADER: Ellie Dallman	Review Minutes (attached)	- Board considers adopting meeting minutes. - Ellie entertains a motion. Katie Regan motions to approve, Danielle Clayton seconds. Motion passes unanimously.

3 **Director Reports**

TIME: 1-3 minutes each
PURPOSE: Informational/Feedback
LEADERS: Ellie Dallman, John Stefanski, Melvin Gaines, Anthony Valdez, Candice Rankin, Felicia Escover, Justin Lovell, Giovanna Erkanat

Brief Report from all Directors:

- President – THANK YOU!
- Vice President - Let John know if you are interested in a Cal Cities Policy Committee seat
- Finance - Finance reports will come in December. Reimbursement requests will be handled tomorrow.
- Membership - Slight dip in members in October, probably a dip from people who had signed up for a previous conference and did not remember to re-up. 80 new members from the conference.
- Conference - Had a conference debrief meeting. Will use that for the planning process for 2023. Official conference planning will start in January. Going forward conference committee membership will be on a referral basis. Attended the MMASC conference which had good take-aways for our conference.
- Connected with HdL and will have a sales tax 101 webinar early in 2023.

4 **Post-Conference Update/Debrief**

TIME: 10 minutes
PURPOSE: Informational
LEADERS: Felicia Escover

None

Conference session materials will be sent out soon. Think having the app back would be great. MMASC used Hoova, and it made a lot of connections automatically for you with people who were attending if you went to the same school or worked at the same organization which helped with the networking.

Like when apps allow you to select themes/learning paths to help select which sessions to attend.

Liked the guided tour, getting outside of the conference area and learning history of the area

5 **Elections Committee – Results**

TIME: 5 minutes
PURPOSE: Informational
LEADERS: Ellie

None

Committee included Monica Davis and Jessica Deakyne.

The board was announced in the weekly email today.

6 **Signature Events**

TIME: 10 minutes
PURPOSE: Informational
LEADERS: John Stefanski

None

Regions set -
Winter Forum (R5) – Kick off call to get scheduled soon. Join the committee if you are interested!
- Winter Forum will be a data deep dive. Question nailing down the date – March 3 is the day before open data day could be good timing because there are other

		<p>events globally related to that. – will check other calendar dates. If that doesn't work then it will be in Feb. Looking at event venues in Stockton – have three that are being considered.</p> <ul style="list-style-type: none"> - in contact with some speakers. - met with the 2019 host from last time in Stockton for best practices. Would like to send a poll out to MMANC memberships. <p>Women's Leader Summit (R4) Summer Symposium (R1)</p>
<p>7 Strategic Plan Update TIME: 10 minutes PURPOSE: Informational/Feedback LEADERS: John Stefanski</p>	None	- Equity Summit in Region 2 next year.
<p>8 Region Updates TIME: 10 minutes PURPOSE: Informational LEADERS: All</p>	None	<ul style="list-style-type: none"> - Region 1 – will start strategizing summer symposium, and working on how to get non member event attendees to become members - Region 2 – Happy hour tomorrow in San Rafael. Thinking of doing a survey or Zoom meeting of their region membership and get an idea of what they want to see out of next year. - Region 3 – Working on Nbs CGL event in Rancho Cordova at the end of the month. - Region 4 – discussing the next happy hour event. Once it is ready to share I will get it out there. - Region 5 – Juan did a great job at the webinar today!! Fun way to see multiple agencies in Region 5 and learn more about them. Monthly meeting next week – might try a shared date where both ends of the Region have a Happy Hour. - ICMA – Thank you for the invitation to the Annual conference. Calls for proposals for the Austin ICMA conference. Reminder, for ICMA affiliate members and 5 yrs of service in local government and looking for board members for the West Coast board positions.
<p>9 Other Items and Announcements TIME: 5 minutes PURPOSE: Informational/Feedback LEADERS: Ellie Dallman</p>	None	<ul style="list-style-type: none"> - ARC office is in the process of moving to a new location in Sacramento. As of 12/1, MMANC will have a new mailing address. - Tomorrow's Department Head Forum – held the week before the conference. Had 54 participants and all attended. Great feedback.

10 **Adjournment**
PURPOSE: Meeting End

None

2022 Strategic Initiatives

- 1.1—Assess membership needs regularly to inform program offerings (Melvin and Felicia)
- 5.2—Evaluate region boundaries to localize MMANC (Giovanna and Felicia)
- 3.1—Focus on being inclusive as a board and organization and create a plan to better reflect the diversity of o



Agenda Item 5.A

TO: Board of Directors
FROM: [John Stefanski](#), President
DATE: Jan 20, 2023
SUBJECT: 2023 Vice President Appointment

RECOMMENDATION:

Approve appointment of Justin Lovell to serve the remainder of Melvin Gaines' term as Vice President.

DESCRIPTION:

Earlier this month the City of East Palo Alto announced MMANC Vice President Melvin Gaines as their new City Manager. The MMANC Bylaws require that only Full Members are able to serve in an elected officer position. Full Members are those who are employed at least half-time in administrative or management work for a local government agency...except for the chief executive/administrative officer of an agency. Given this, Melvin will be ineligible to serve as Vice President and has notified the Board of his resignation of the position. While this is bittersweet, I am beyond thrilled for Melvin who has been a great friend and Board Member. I know I speak for everyone on the Board when I say that we wish him nothing but success in this new chapter.

The MMANC Bylaws state that *“Any vacancy in the office of the Vice-President, Conference Director, Communications Director/Secretary, Finance Director/Treasurer, Membership Director, or Program Director shall be filled by the President with the advice and consent of the Board of Directors. Appointments shall only be for the unexpired term...”*

Given this, I am submitting to the Board for their advice and consent, the appointment of Justin Lovell as Vice President. Justin has served the MMANC Board in numerous capacities, most recently as the CGL Program Director. In the coming months, Justin will transition out of the CGL Program Director position and we will return to the Board with a discussion on a new structure for managing that program.



Agenda Item 5.B

TO: Board of Directors
FROM: [Anthony Valdez](#), Finance Director/Treasurer
DATE: Jan 20, 2023
SUBJECT: 2023 MMANC Annual Budget Adoption

RECOMMENDATION:

Review, discuss, and adopt the 2023 MMANC Annual Budget. A copy of the Proposed CY 2023 Budget is attached.



Agenda Item 5.C

TO: Board of Directors
FROM: [Anthony Valdez](#), Finance Director/Treasurer
DATE: Jan 20, 2023
SUBJECT: Designation of Officers for Bank Accounts

RECOMMENDATION:

Approve the Resolution authorizing John Stefanski, Justin Lovell, and Anthony Valdez to be added to the MMANC Bank Accounts and removing past board members from the accounts.

DESCRIPTION:

Each year the Board needs to pass a Resolution designating Officers to be listed on the Organization's Bank Accounts. For 2023, we are recommending that John Stefanski, Justin Lovell, and Anthony Valdez be added to the Bank accounts and that past Board Members be removed from the accounts.

ATTACHMENT:

1. Resolution Authorizing John Stefanski, Justin Lovell, and Anthony Valdez to be added to the MMANC Bank Accounts and Removing Past Board Members from the Accounts.

2023 MMANC Board Roster

Position	Name	Term
President	John Stefanski	2023
Vice President	Justin Lovell	2023
Communications Director	Giovanna Erkanat	2023
Conference Director	Felicia Escover	2023
Finance Director	Anthony Valdez	2023-24
Membership Director	Jonathan Roisman	2023
Program Director	Candice Rankin Mumby	2023
Immediate Past President	Ellie Dallman	2023
Region 1 Co-Chair	Alberto Hernandez	2023-24
Region 1 Co-Chair	Laurel James	2022-23
Region 1 Co-Chair	Liz Lange	2023-24
Region 1 Co-Chair	Nancy Murguia	2022-23
Region 1 Co-Chair	Carrie Dallman	2023-24
Region 2 Co-Chair	Aaron Zavala	2022-23
Region 2 Co-Chair	Anna Guiles	2023-24
Region 2 Co-Chair	Clare Coleman	2022-23
Region 2 Co-Chair	Jonathan Luong	2023-24
Region 2 Co-Chair	Nancy Nelson	2023-24
Region 2 Co-Chair	Sullina Sanchez	2023-24
Region 3 Co-Chair	Dago Fiero	2023-24

Region 3 Co-Chair	Haley Reid	2023-24
Region 3 Co-Chair	Megan Siren	2023-24
Region 3 Co-Chair	Melissa Kuehne	2023-24
Region 3 Co-Chair	Rebecca Scott	2023-24
Region 3 Co-Chair	Stacie Marchetti	2023-24
Region 4 Co-Chair	Amanda Gallo	2023-24
Region 4 Co-Chair	Brad Olsen	2023-24
Region 4 Co-Chair	Jennifer Mendez	2022-23
Region 4 Co-Chair	Jordan Foss	2022-23
Region 4 Co-Chair	Theresa De La Vega	2022-23
Region 5 Co-Chair	Crystal Rubio	2022-23
Region 5 Co-Chair	Juan Heredia	2022-23
Region 5 Co-Chair	Katie Regan	2022-23