

2024 YEAR IN REVIEW



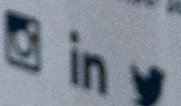
Municipal Management Association
of Northern California



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of Northern California

WELCOME
Inspire - Inform - Connect

Connect with us



LETTER FROM THE PRESIDENT

The Municipal Management Association of Northern California's (MMANC) mission is to inspire, inform, and connect local government leaders in Northern California through an engaged community. As we near the end of 2024 and eagerly anticipate celebrating our 75th anniversary in 2025, we are filled with pride in the accomplishments we have achieved. We are excited to share our remarkable journey with our esteemed members and the broader local government community in this year-in-review.



We have reached new milestones, including surpassing our membership record with nearly 900 dedicated members. We have also forged new partnerships and launched UpNext, a leadership community that empowers senior-level local government leaders to harness their leadership potential. Additionally, we have organized new events, such as the Equity Summit, and developed a comprehensive five-year strategic plan.

These achievements would not have been possible without the unwavering support of our MMANC Board of Directors, the dedicated members of our planning committees, our corporate partners, and the countless volunteers who generously contributed session content and shared their expertise at our events.

A handwritten signature in black ink that reads "Justin Lovell".

Justin Lovell
2024 MMANC President

OUR STRATEGIC PLAN

Beginning in October 2023, the Board of Directors began updating the MMANC Strategic Plan for 2025-2029. A separate Strategic Planning Committee convened to review membership, communications strategy, and events. The committee launched a member survey to gauge how MMANC provides value to the larger Northern California local government community. The results were incorporated into an updated 2025-2029 Strategic Plan, which the MMANC Board adopted on October 1, 2024. The Strategic Plan features a comprehensive framework that can be adjusted based on the current needs of the organization. In the 2025-29 plan, the following focus areas were set:



Events that Inspire and Connect

- Provide exceptional signature events that inspire, inform, and connect our members.
- Expand networks and build connections through events that meet the unique needs of each region.



Programs that Encourage Learning and Growth

- Strengthen the skills of local government professionals at all levels through MMANC programs and partnerships.



A Thriving Organization

- Diversify the membership
- Establish a clear succession plan/process for the Board
- Ensure effective and transparent governance of the organization



Learn More: [MMANC.org/Strategic-Plan](https://mmanc.org/Strategic-Plan)

OUR FINANCES

At the start of 2024, the MMANC Board of Directors made it their mission to provide quality events, maintain the Corporate Partner Program, and establish a new leadership development program, UpNext. MMANC is proud to have accomplished all three of these goals, which also brought the organization financial success.

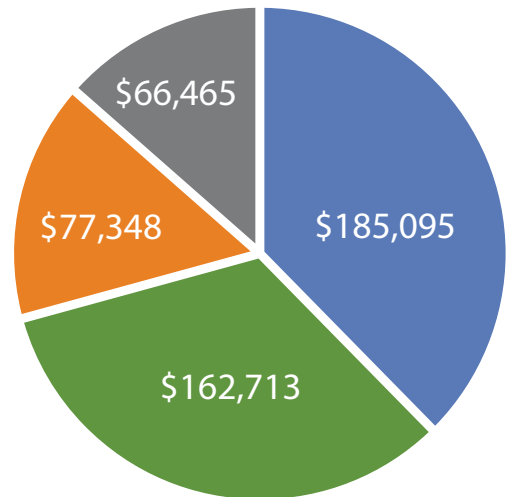
At MMANC, revenue is earned through:

- **Partners/Programs**
- **Conference**
- **Signature/Region Events**
- **Membership**

In 2024, the association earned

\$491,620

increased
from 2023 **30%**



2024 Revenue Increases were driven by:

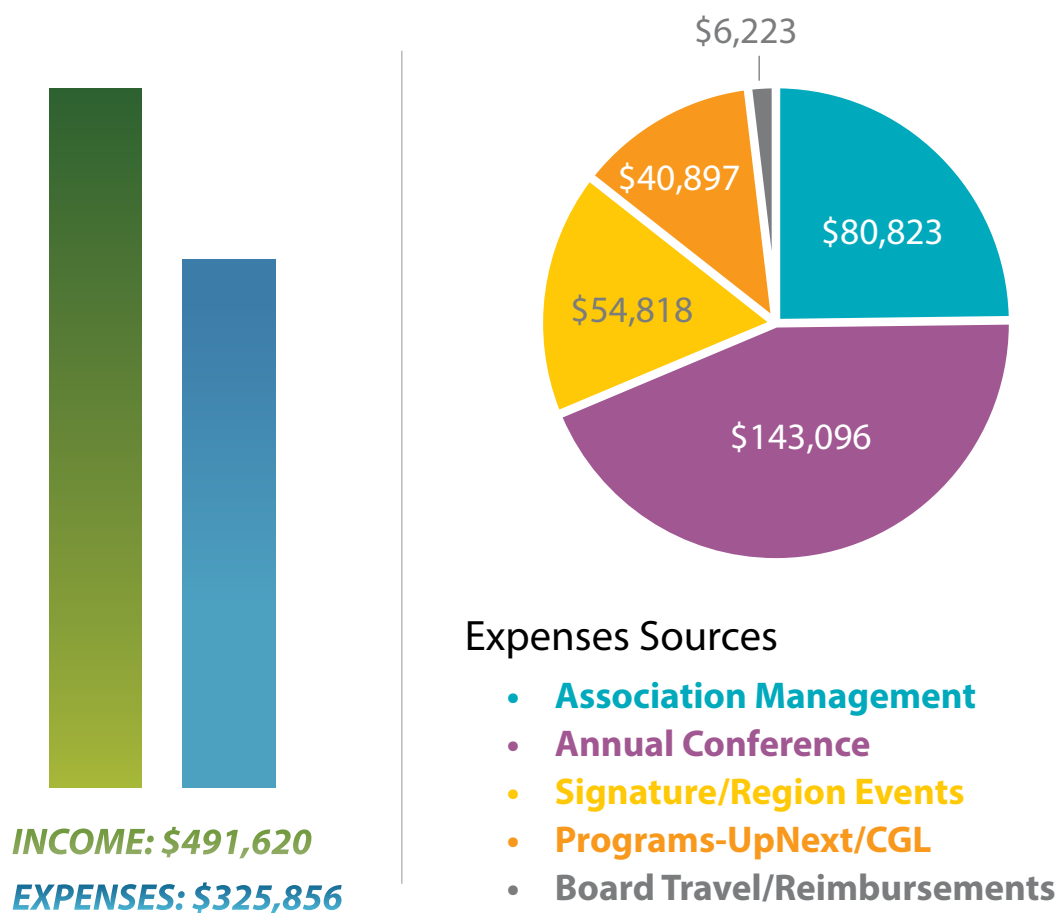
- Deciding to expand UpNext statewide, with 2025 UpNext participant revenue coming in at the end of 2024.
- A large increase in renewing and new members, particularly those coming from the **RGS Analyst Boot Camp**.

upnext
LEADERSHIP COMMUNITY

RGS | REGIONAL
GOVERNMENT
SERVICES

OUR FINANCES

The association saw new expenses this year in its administrative costs. The Board of Directors adjusted its association management contract to rely less on the workload of volunteers, and hired a professional event planner for the Annual Conference.



Learn more about how the budget is spent by viewing the Board of Directors meeting minutes: MMANC.org/Agendas-Minutes

OUR MEMBERS

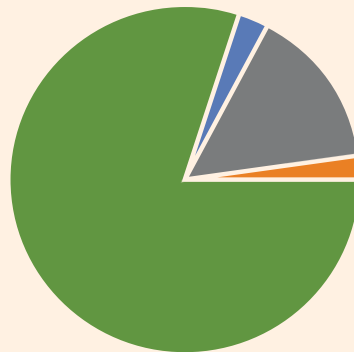
MMANC's membership continues to grow and thrive, offering valuable opportunities for individuals to connect with an expansive network of peers, resources and professional development opportunities.



MMANC's regions provide support to members in diverse municipalities. In 2023, MMANC closed the year with 715 members. By November 2024, membership skyrocketed to a historical high of **825 members**, a **15.4% increase**.

Today, membership includes:

- **667 Full Members**
- **123 Executives**
- **24 Associate Members**
- **14 Students**



This year also saw the addition of **3** new corporate partners joining **19** continuing partners supporting the organization

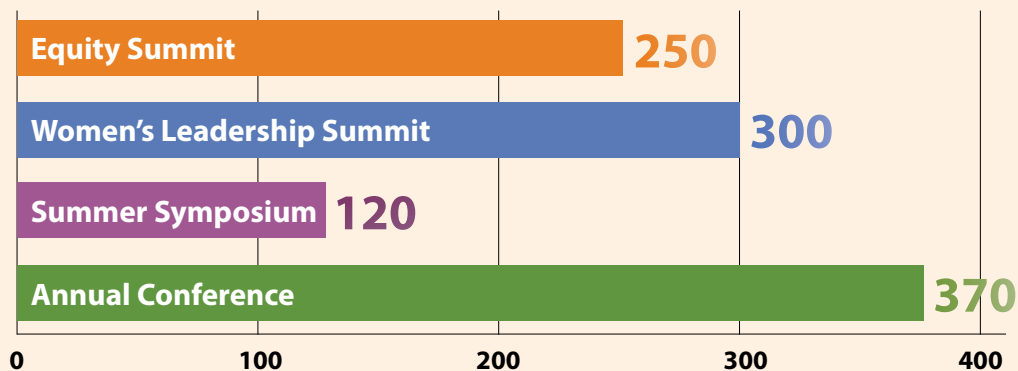


Learn more about joining MMANC: [MMANC.org/Join](https://mmanc.org/join)

OUR SIGNATURE EVENTS

MMANC's 2024 Signature Events set new standards for engagement and innovation, bringing municipal professionals together for growth and connection.

2024 Signature Event Attendees



The first-ever Equity Summit debuted, sparking critical conversations on building more inclusive communities. The member-favorite Women's Leadership Summit celebrated the women in local government leadership. At the Summer Symposium, attendees engaged in the lean process improvement framework. The Annual Conference focused on planting the seeds for the future leaders of local government.

At these Signature Events—Equity Summit, Women's Leadership Summit, Summer Symposium, and Annual Conference—MMANC honored outstanding leaders in the organization.

Cathy Capriola
Legacy Award

Giovanna Erkanant
Rising Star Award

Savita Chaudhary
Career Excellence Award

Stacie Marchetti
Presidents Award

Hazel Weatherford
Wes McClure Outstanding
Assistant Award

Laurel Prevetti
Career Excellence Award

OUR CGL PROGRAM



Credentialed Government Leaders

The Credentialed Government Leader (CGL) Certification Program, a collaborative effort between MMANC, the Municipal Management Association of Southern California and the International City/County Management Association, continues to empower municipal professionals by providing tools, experiences and connections to build their leadership and management skills. The program combines 24 hours of coursework with hands-on coaching to prepare analysts and mid-managers with the skills they need to succeed.

30 Participants
Enrolled in
2024



CGL joined forces with Pamela Miller Consulting to offer credit for those participating in countywide leadership academies in Contra Costa, Alameda, Marin-Sonoma and Greater Sacramento areas. This partnership both boosted MMANC's membership and inspired participants to enroll in the CGL program.

OUR UPNEXT PROGRAM



UpNext is the association's new high-touch leadership program aimed at providing local government leaders with a structured community of cohorts to promote personal and professional development, individual coaching, leadership and career growth, and self-confidence.

In 2025, the program will partner with the MMASC to expand into two cohorts.

MMANC is proud to introduce the inaugural cohort:

- | | |
|--|---|
| • Ariana Adame
City of West Sacramento | • Justin Lovell
West County Wastewater District |
| • Lupita Alamos
City of Palo Alto | • Naomi Lue
Castro Valley Sanitary District |
| • Jennifer Armer
City of Palo Alto | • Jason Nutt
City of Santa Rosa |
| • Irene Barraga
City of Los Altos | • Brian Oh
City of Petaluma |
| • Ellie Dallman
San Mateo County | • Catherine Quffa
City of San Rafael |
| • Melinda Denis
City of Pleasanton | • Heidi Scoble
Town of San Anselmo |
| • Amanda Gallo
East Bay Regional Park District | • Rebecca Scott
Citrus Heights Water District |
| • Jaqui Guzman
City of Sunnyvale | • Tasha Tervalon
City of Berkeley |
| • Carla Hansen
City of Walnut Creek | • Olympia Williams
City of San Jose |
| • Jessica Lobedan
City of San Leandro | • Nick Zornes
City of Los Altos |

LOOKING AHEAD



With 2025 in full swing, MMANC is looking forward to celebrating the 75th anniversary of the association. The Board of Directors is planning to celebrate this milestone at the Annual Conference with special celebrations and programs. It is sure to be another year of accomplishments!



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