



Municipal Management Association
of Northern California

opportunity | networking | growth

Minutes of the 2009 MMANC Board of Directors Meeting April 1, 2009

CONFERENCE CALL

1. WOMEN'S LEADERSHIP SUMMIT RECAP

Lisa indicated there were over 160 in attendance, which was great for this year with agencies having less money for training. There were 200 last year. A survey is being distributed by Amy Cunningham. 3iG to provide a breakdown of those who attended that were members and those that were not members. Membership Director, Alex Miller and 3iG will target the non-members for upcoming membership drives.

2. MEMBERSHIP EFFORTS

Marketing/Outreach to New Members

Alexandra is ramping up for recruitment. Third Eye is to provide monthly membership reports. Alexandra spoke with Shana from Hanson-Bridgett about how Special Districts don't have many outlets for professional development. Alex will focus member recruitment on special district's as a tactic for outreach. She had a great conversation with Third Eye about different ways to target outreach.

Preparing the Next Generation (PNG) Mini-Grant

On Friday morning Alexandra has conference call about Job Shadow program, tactic to increase student membership. Lisa indicated MMANC did this in 2008 with 25 participants. Student member from Sacramento has operated this in past. Going to use PNG mini-grant for this event (splitting MMASC) and will have event in November around veterans day.

Branding/Logo Use

Third Eye is working on a membership brochure so we will have a consistent look with all of our materials. A draft will be available this week. Lisa will send to the Board for approval. We borrowed a lot from MMASC. The wording is catchy and on point. Lisa wants it to be solid enough so that it can be used for years to come. Lots of work has been put into it. As you review think about longevity of information. Two or three years would be great.

3. FINANCIAL REPORT

QuickBooks Online

Kathy went live with QuickBooks online a few weeks ago. Financial data can now be shared between Kathy, 3iG and other Board Members as needed. There has been a challenge of transitioning from line item accounting to project based accounting. It has been very difficult to identify how much has been spent for each event and the amount of offsetting revenue.

Financial Records Review and Location of Financial Records

Kathy brought all of the financial records to the Women's Leadership Summit. It was decided that it is better to keep the records with the Treasurer than to send to 3iG. Matt asked about the difference between the financials presented in January versus current report. Lisa and Matt concurred it was probably related to the Women's Leadership Summit. Lisa will update at the Board meeting.

4. PROGRAM DIRECTOR REPORT

Regional Events

Gail indicated there were lots of good ideas but no firm dates for regional events. She has been trying to hold large Committee Meetings with all co-chairs but this is not working due to scheduling conflicts. Gail plans to meet individually with the regions. Region I needs another co-chair. They do not have anything specific planned. This maybe an outcome of people having to work on budgets right now. Starting work on Planning Seminar in July. Paul suggested surveying membership to really determine training budgets (work or personal). Gail will send questions to the Board.

Legislative Conference partnering with CSFMO & MMASC

MMASC interested in partnering on the event. Gail not available to provide as much programming help. Need to identify chairperson from each organization to ensure work is distributed equally. Lisa will make contact and provide an update via e-mail.

2010 Winter Forum

Paul will bring the final evaluation report to April board meeting. Matt suggested discussing topic matter at that meeting and to identify a Chairperson for next year.

Standardized Programming (e.g. Time Management)

Lisa received an e-mail asking if MMANC would be willing to offer a time management course. Lisa suggested hiring one consultant to offer the same training in each region. The cost is reasonable. With 30 people it pays for itself. Lisa suggests Board Members look at their consultants to provide talent for these types of standard programs.

5. SECRETARY/NEWSLETTER EDITOR

Planning to publish the newsletter by the middle of each month. Still want to transition to using vertical response to announce newsletter content and then maintain on the MMANC website. Paul is in need more content such as Region Reports, Current Issues Articles, Member/Agency news, etc.

Alexandra indicated that Fuel would provide a free consultation to develop the HTML pieces for Vertical Response. Alexandra will put Fuel contact Steve Worth in touch with Paul.

Matt Bronson indicated he has an article to contribute to a future newsletter.

6. ANNUAL CONFERENCE UPDATE

Anthony is putting together graphics for the conference to create a theme. The planning committee will have an initial conference call by the end of this month.

Gail said video is almost done and is going to look great. She hopes to have it for viewing by the April 222 Board meeting. The theme for conference is "Leading the Way through Change". Lisa suggested that 3iG be involved in conference call and the planning committee. This will assist them with handling registration and providing their expertise on conference planning and implementation. 3iG provided support for Women's Leadership Summit and picked up tasks that we couldn't find volunteers to perform. They bring those lessons learned from other events they have done.

7. PAST PRESIDENT WORDS

Matt said he is enjoying watching the team move forward while he is on the sidelines. He thinks the Board is doing well in a challenging year. This also presents opportunities to provide more value for members. We still have a strong added value in programming and events and offering affordable development opportunities. Better than anyone else around.

8. PRESIDENT'S UPDATE

Past President Meeting

Lisa met with some past presidents. Each region should have a liaison to assist and provide leadership for region chairs. This would be an interesting way to keep past presidents involved. Jeff Maltby, Eric Figueroa, Mark Prestwich, Nancy Hettrick, and Matt Bronson may be interested in helping.

Historic Records – Murray / Russ

Murray and Russ came to Roseville and helped Lisa go through nine boxes of MMANC records from the League. They spent four hours and are down to one box that is being categorized and organized by Russ. Paul will acknowledge in newsletter.

Premier POS Update

Lisa sent a letter in October requesting that Premier POS update the website skin and there has been no progress. Hopefully by the end of the month we'll see something new. Lisa indicated Premier is in process of transitioning and scaling back. Gail and Jacque will coordinate putting the conference video on the website. Lisa wants to evaluate if Premier is meeting our needs. We also need to confirm fees that are being charged are per the agreement as MMASC has been overbilled. This will be on the agenda for the April 22 meeting.

Transition from League to 3iG

Nicole and Jacque spent January and February transitioning with Linda from the League. Now they will be standardizing communication procedures.

Budget

Lisa will have a final budget on April 22 for Board approval.

ICMA Fund for Professional Development

There is an upcoming campaign to promote municipal government across the nation. ICMA is seeking a donation from MMANC and similar groups across US. Will discuss as part of budget on April 22.

Area Managers Group Presentations

Lisa wants to make presentations to the various area City/County manager groups in Northern California. The Monterey Bay group met on March 20 and want to remain a subgroup within the MMANC region.

9. THIRD EYE DISCUSSION

There was discussion about the effectiveness of communication with 3iG. Gail indicated that sometimes it is taking a few days to get a response to questions or posting info for programs on the website. Lisa asked 3iG to provide guidelines and lead times needed to post information. Gail indicated she will update co-chairs on that process.

10. CORPORATE PARTNERS

All of the 2008 corporate partners came on at different times last year (Feb, Aug, Nov). They are expecting a 12 month deal that will extend into 2009. Lisa suggested pro-rating this year to catch up and then get the partners program on a calendar year basis. MMANC would bill them in October of preceding year. Lisa would like feedback on April 22.

Gail was concerned that we will only get reduced amount this year and nothing next year if the economy worsens. Lisa, said on the flip-side this may be a good year to give some of the partners a financial break. Lisa has eight partner applications in her box. She will work with 3iG next week to finalize the partners brochure for Board review.

Tony thought that pro-rating sounds appropriate but wants to know the budgetary impact. He also indicated that although partners may have paid in August, many were getting benefits earlier. Matt concurred. Matt said we should hold this in our hip pocket as a strategy if they say they can't afford this

year.

Lisa has spoken with partners about the events they want and it will be difficult to overlap. Gail asked if we have a way to determine the correct dates.

Paul suggested that MMANC develop corporate partnership agreements to clearly spell out the responsibilities and benefits of partnerships. He can provide a sample corporate partnership agreement used for the City of Dublin's special events if needed.

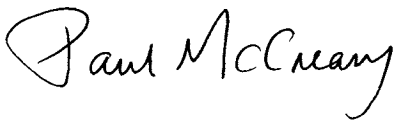
11. OTHER BUSINESS

The April 22 Board Meeting will be from 10:00 – 3:00 in San Mateo. Lisa wants to schedule monthly executive board meetings on the first Wednesday of the month from 9:00 a.m. to 10:00 a.m.

Minutes prepared by Paul McCreary, Secretary.



Lisa Achen, President



ATTEST:

Paul McCreary, Secretary