



## **Minutes of the 2008 MMANC Board of Directors Meeting April 9, 2008**

### **Sacramento Convention Center**

Attending: Matt Bronson, Kathy Wilkie, Maya Williams, Janell Hampton, Mark Prestwich, Alexandra Miller, Lisa Achen, Jason Parrish, Tony Eulo, Kara Reddig, Gail Feldman, Charlie Caulfield

#### **Welcome/Introductions/Meeting Overview**

Matt welcomed everybody and reviewed the meeting agenda.

#### **Open Time for Comments**

Kyra Ross from the League of California Cities provided an update on key legislative issues. The State's budget problems is the primary topic in the Capitol this year. Given the extent of the budget problems, many are predicting that the State budget will not be done until October (four months after the start of the fiscal year). Due to declining tax revenues, the State's cashflow is projected to be depleted by August without a new budget in place. In addition to the State budget, the League is also heavily engaged in the eminent domain campaign to defeat Proposition 98 (sponsored by Jarvis-Gann) and pass Proposition 99 (sponsored by local government, environmental, labor, and other associations). Kyra offered to provide additional information to Board members outside the meeting—contact her at [kross@cacities.org](mailto:kross@cacities.org).

#### **Reflections on the First Quarter of 2008**

Board members were split into small groups to share reflections on MMANC's activities over the first quarter of 2008 by looking at what's going well and what could be improved. The groups then shared their comments with the full group for further discussion (see separate attachment with these notes). Common themes for what's going well included high-quality events and programming, strong corporate partners program, and enhanced relationship/profile with ICMA and other groups. Common themes on what could be improved included the need for additional communication and marketing efforts.

#### **Update and Discussion on MMANC Signature Events**

##### Winter Forum

Mark provided a debrief of the Winter Forum held in January and shared the results of the event survey. Overall, the event was very successful and provided strong momentum to begin the year. The one-day event focused on budget and finance topics and drew around 180 attendees, far exceeding the average of 50 attendees who typically attended the previous Holiday Awards Luncheons. The feedback overall from attendees was very positive and indicated the relevancy of the event.

The Board then discussed the theme and other aspects of the 2009 Winter Forum. Though some attendees suggested keeping budget and finance as next year's theme, the Board wanted to consider other ideas to keep the event unique and fresh. The Board chose human resources as the focus for next year's event, which could include topics such as labor relations, workforce planning, recruitment strategies, retiree health care, and other related issues important for the needs of aspiring managers. In addition to the theme, the Board recommended the event remain as a one-day event located in the East Bay but have this location near a BART station. The Board also suggested reducing the length of the awards ceremony during lunch. As a next step, Matt will appoint the chair of next year's event over the coming month with the event planning to begin this summer.

### Women's Summit

Janell and Maya gave a report on the Women's Leadership Summit held in March. The event was very successful and drew nearly 250 attendees, up from 150 the prior year. As with last year's event, the Summit drew many non-MMANC members and a large number of attendees from the City of San Jose. The survey of Summit attendees had not been completed by the time of the meeting, but anecdotal feedback from attendees was very positive. A more complete briefing on the event will be provided at the next Board meeting in July. Matt will also appoint the chair of next year's event over the coming month with event planning to begin this summer/fall.

### Legislative Seminar

Matt and Gail announced that MMANC is partnering with CSMFO to put on a joint Legislative Seminar on Wednesday, May 28 from 10:00 a.m. to 3:00 p.m. at the Hyatt Regency Sacramento. As suggested by the Board in January, this partnership allows MMANC to continue offering a legislative event while leveraging resources with another organization. The joint event will provide a larger number of attendees than past MMANC legislative events and offer greater opportunities for networking. Additional information on the event, including registration, will be distributed through the newsletter and blast emails.

### **Update on ICMA and PNG/Cal-ICMA Coaching Program**

Matt provided an update on our steps to enhance our relationship with ICMA, one of the Board's top four priorities for the year. These steps include a *Good to Great* joint ICMA/MMANC workshop on April 15 in Fairfield, the first-ever Assistants Forum on April 18 in conjunction with the ICMA Regional Summit at Lake Tahoe, continuation of the ICMA eAffiliate membership program and direct processing now by ICMA, and greater promotion of ICMA membership to MMANC members.

Alexandra and Matt updated the Board on the status of the PNG/Cal-ICMA Coaching Program. The PNG Committee held its semi-annual meeting in February during the City Managers Department conference and will have a planning retreat on May 16 to identify goals and future initiatives over the next three years. One of the new initiatives for this year is a "mini-grant" program to provide one-time seed money for next-generation related activities. David White had expressed interest in working with others to submit a mini-grant proposal and listed potential ideas. The Board was particularly interested in submitting a proposal for marketing and outreach with the university community. Gail and Maya volunteered to help David work on the proposal.

### **Region Event Update**

Region 1 (Tony)

- March—City Council goal setting
- April—Parks Commission training
- May—Program evaluation/survey

- June—Networking/speed coaching
- TBD—Media training

#### Region 2 (Janell)

- March—Civic engagement
- June/July—Community branding (Windsor)
- TBD—Napa event

#### Region 3 (Kara)

- April—*Good to Great*
- May—Legislative Seminar post-event

#### Region 4 (Charlie, Maya, Gail)

- March—Branding
- April—Sustainability
- Aug/Sept—Presentation skills
- Oct—Retirement planning

### **Event Registration Process and Draft Policy**

Jason and Kathy presented a draft policy for handling registration and payment processing for MMANC events. This policy is designed to simplify and clarify these procedures for online, offline, and mixed event registration. There were a number of questions and comments from Board members, which Jason and Kathy will incorporate into the final version of the policy and send out to Board members. The Board recognized Jason and Kathy for their work in helping streamlining the registration and payment process.

### **Discussion of New MMANC initiatives**

#### MMANC Branding Redesign

Alexandra presented an overview of the MMANC Branding Redesign Project. This project will evaluate the current MMANC “brand” (logo, materials, website design, etc.) and consider revisions to ensure our brand reflects the high quality and professionalism of the organization. Alexandra will convene a Marketing Committee in April composed of Board members and members at-large to assist in the process. Initial brand ideas will be presented to the Board at its next meeting in mid-July with the full unveiling of the new brand at the Annual Conference in October.

#### Organizational Goals/Bylaws Review

Matt updated the Board on the organizational goals/bylaws review, which will evaluate and update MMANC’s official goals and bylaws. This review will also look at MMANC’s elections process, officer duties and Board composition, and a possible code of ethics. Matt will look to convene a subcommittee to assist in this review, which will begin in May and report back to the Board in July.

### **Officer Reports**

- President
  - Strong Corporate Partner support, with \$35,750 in commitments so far for 2008 compared with budget of \$56,750. MMANC also has two new Platinum partners for 2008: Keenan & Associates and Stone & Youngberg. Matt and Lisa are continuing their work to confirm other existing partners and solicit new partners. Board members are encouraged to solicit new partners as well.

- MMANC will be launching its new scholarship process in April and offer scholarship opportunities for the Berkeley Executive Seminar, Continuing Education for Public Officials (CEPO), and ICMA Annual Conference.
- MMANC is a co-sponsor of the 2008 International Hispanic Network Annual Conference in Burlingame on May 7-10 and will staff an exhibit booth (along with MMASC) during the conference. Anybody interested in assisting with the exhibit booth should contact Matt.
- Vice President (report included with Annual Conference update)
- Program Director (n/a)
- Membership Director
  - MMANC will be launching a membership drive later in the year to boost membership numbers and revenues. This membership drive will help retain existing members and encourage other local government professionals to not just attend MMANC events, but join as a member. The Board noted that membership recruitment and retention was an issue and stressed the need to clearly identify and communicate membership benefits.
- Treasurer
  - Kathy shared the budget report, which included both the year-to-date actuals for 2008 and the 2007 year-end actuals. The 2007 actuals showed finishing the year with a surplus of approximately, though this number will go up as two conference reception bills were still outstanding. Kathy is still reconciling the Women's Leadership Summit revenues with the total costs. Despite the overall strength in this year's budget, the Board discussed the small size of the 2007 surplus given the high level of revenues, the reasons behind the high 2007 conference expenses, and the lack of membership revenue so far this year.
- Secretary (n/a)

### **Annual Conference Planning Update**

Lisa provided an update to the Board on the conference planning process, which kicked-off on April 8. The theme of the 2008 Annual Conference is "Leadership by Design" and is intended to focus on the active role we play in designing and developing our career. The conference will be held on October 22-24 at Squaw Creek. The planning committee includes 33 people representing a broad range of jurisdictions and perspectives. Lisa also showed potential examples of the conference logo for Board feedback.

### **Other Business/Next Steps**

The next Board meeting will be held in mid-July in either the East Bay or South Bay.