<table>
<thead>
<tr>
<th>TOPIC</th>
<th>DISCUSSION IN BRIEF</th>
</tr>
</thead>
</table>
| 1 Commence Meeting/Roll Call | - Miranda calls the meeting to order  
- Alexandra takes roll |
| 2 Approval of the 1/26/18 Meeting Minutes | - Board considers adopting meeting minutes |
| 3 Director Reports | - Brief report from all Directors  
*President  
*Vice President  
*Finance  
*Program  
*Membership  
*Communications  
*Conference |
| 4 Approval of Marketing Plan Proposal from Tripepi Smith and Budget Amendment | - Review of Marketing Plan proposal, including step-by-step action plan to reach identified audiences and development of “elevator pitch”  
- Cost of services to be absorbed by 2018-19 & 2019-20 in-kind Corporate Partnership and $1,035 payable to Tripepi Smith |
| 5 Approval of Memberclicks Contract and Budget Amendment | - Review of Memberclicks system  
- Implementation to occur with system going live in June for Annual Conference registrations  
- $2,195 in startup costs, $379/month once system goes live ($4,469 total for 2018) |
| 6 City Membership Discussion | - Discussion of benefits to be included in City Membership and cost |
| 7 Signature/Regional Event Updates | - Brief report from all Co-Chairs  
* Winter Forum  
* Women’s Leadership Summit  
* Summer Symposium Update |
|   | Informational Items                  | PURPOSE: Informational | 1. | [2018 Adopted Budget](#)  
|   |                                      |                         | 2. | [2018 Board Goals](#)  
|   | Other Items and Announcements       | PURPOSE: Informational  | LEADERS: All  
|   | Adjournment                          | PURPOSE: Meeting’s End  | LEADERS: Miranda Lutzwow  
| TIME: |
**MINUTES**  
**MUNICIPAL MANAGEMENT ASSOCIATION OF NORTHERN CALIFORNIA**  
**Board of Directors Committee Meeting**  
**Friday, January 26, 2018 | 3:00 p.m. to 4:00 p.m.**  
In person at the MMANC Board Retreat, Walnut Creek City Hall, Walnut Creek, CA

<table>
<thead>
<tr>
<th>TOPIC</th>
<th>Notes</th>
</tr>
</thead>
</table>
| 1 **Commence Meeting**  
TIME: 2 minutes  
PURPOSE: Procedure  
LEADER: Miranda Lutzow | - Miranda called meeting to order at 3:00 pm |
| 2 **Approval of the December 21, 2017 meeting minutes**  
TIME: 3 minutes  
PURPOSE: Procedure  
LEADER: Miranda Lutzow | Motion – Shay Narayan  
Second – Serenity Mlay  
Motion passed |
| 3 **Approval of Amendment to Contract with ARC**  
TIME: 3 minutes  
PURPOSE: Informational/Feedback  
LEADERS: Miranda Lutzow | • Kevin Kilkenny stepped out of room  
• Discussion re: services ARC provides  
• Extra $300 per mo. for accounting service  
Motion to Approve – Jill Hecht  
Second – Monica Davis  
Motion passed |
| 4 **Approval and Adoption of 2018 Budget**  
TIME: minutes  
PURPOSE: Informational/Feedback  
LEADERS: Miranda Lutzow/Shay Narayan | • Miranda gave overview  
• Board provided feedback on proposed income and expenses.  
Motion to Approve – Justin Lovell  
Second – Theresa de la Vega  
Motion passed |
| 5 **Appointment of Matt Levesque as Region 3 Co-Chair**  
TIME: 5 minutes  
PURPOSE: Informational/Feedback  
LEADERS: Miranda | • Discussion re: appointment to the board  
Motion to Approve – Eric Zetz  
Second – Serenity Mlay  
Motion passed |
| 7 **Other Items and Announcements**  
PURPOSE: Informational  
LEADERS: All | None. |
| 8 **Adjournment**  
PURPOSE: Meeting’s End  
LEADERS: | TIME: Meeting adjourned at 4:00 p.m. |
MMANC
Marketing Plan Development

January 2018
Submitted by Ryder Todd Smith
Table of Contents

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STATEMENT OF QUALIFICATIONS ......................................................................................... 4
MANAGEMENT OVERVIEW AND APPROACH ........................................................................ 5
COVER LETTER

Thank you for this opportunity to submit a proposal to work with you and the MMANC Board on development of a marketing plan. MMANC is an important partner to Tripepi Smith, and I would sincerely enjoy working with the team at MMANC to help you advance its programs and increase its impact.

Below I have proposed a two-step process:

1 – prepare for and execute a marketing strategy discussion with the MMANC Board focused on understanding and defining success, markets, strengths, weaknesses and boundaries;

2 – convert that discussion into a write up of suggestions and key actions steps to be taken by MMANC with clear details and market framework points.

Thank you again for the opportunity.

Regards,

Ryder Todd Smith
Co-Founder & Chief Executive Officer
Tripepi Smith
PO Box 52152, Irvine, CA 92619
(626) 536-2173  |  ryder@tripepismith.com
STATEMENT OF QUALIFICATIONS

Focused on Local Government

Tripepi Smith is unique its mix of three key areas: marketing, technology and public affairs. The firm’s clients include a number of nonprofits, public agencies and private companies that operate within the local government sector. Much of messaging, resident outreach and economic development happens through digital communications, an area cities and traditional public affairs firms have not been quick to adopt. Yet, Tripepi Smith has jumped in deep with online technologies to bring tools that are more common in the private sector to public agencies. Of note is that the Tripepi Smith team includes people who are certified in social media marketing by Hootsuite, have been certified in Google Analytics through Google and our firm, as a whole, has achieved Google Partner status.

Despite a focus on technologies, the firm is deeply committed to understanding local government and key messaging. Through regular conference participation, training and formal classroom work, members of the Tripepi Smith team are sanguine about local government public policy which makes our efforts to implement marketing and messaging more efficient and helps us add value for public agencies clients.

Tripepi Smith houses two full time graphic artists inside our firm. Both are familiar with local government in California and have worked with cities on imagery, colors and graphic design in an array of projects. These resources, combined with a team who are policy nerds and creative message developers gives Tripepi Smith the unique position to meld the worlds of marketing and public policy in a way no other firms can claim.
MANAGEMENT OVERVIEW AND APPROACH

Board Marketing Strategy Discussion

Tripepi Smith Principal Ryder Todd Smith and a more junior resource will attend a meeting of the MMANC Board and lead a conversation about the market position of MMANC relative to other membership options for city staff in Northern California. We will provide preparation questions to the Board prior to the meeting to help expedite our discussion. Ryder will lead the discussion with the Board to arrive at key points and discoveries to help drive a conversation about how MMANC is currently positioned and what key methodologies and messages we need to execute to achieve success. Importantly, we will ask the fundamental question: What is the definition of success?

The junior resource that joins Ryder at the meeting will provide note taking and follow up documentation of the meeting and its conclusions.

Creation of a Marketing Plan

Tripepi Smith will develop a marketing plan based upon the direction heard in the discussion and in follow up collaboration with the MMANC President (or a task force of the MMANC Board) to document the market plans for MMANC. Areas the plan will address will include:

Assess Organizational Identity
- Survey of membership about MMANC - to also include questions about the perceived value of the Credentialed Government Leader program, the Rising Tides program and Municipal Magazine
- Creation of a list of possible new taglines for the organization

Competition & Situational Analysis
- Identification of factors that may impact future membership growth
- Identification of competitors in the marketplace
- Identification of relative strengths and weaknesses of the organization compared to competitors

Message Development/Distribution
- Delineation of various audiences and a step-by-step action plan to reach each audience most effectively
- Development of an “Elevator Pitch” to be used by Board Members to quickly and simply promote unique position and value proposition
- Identification of methods to promote unique position and value proposition
Identification of Evaluation Methods

- Itemization of key metrics to use to measure success

Tripepi Smith will host up to five conference calls with a task force or the MMANC President to work through the document and aspects of the document like taglines.

Pricing

Tripepi Smith will develop a marketing plan based upon the direction heard in the discussion and in follow on collaboration with the MMANC President or a task force of the MMANC to document the market plans for MMANC. Areas the plan will address will include:

Board Marketing Strategy Discussion: $2,250
Marketing Plan Development: $6,095 (Tripepi Smith will apply this $2875 of this amount as a credit to our sponsorship. Tripepi Smith will drop the photo work at the MMANC Annual Conference as part of this exchange. We will also apply the second half of $3220 to the 2019 sponsorship period.)

If this is agreed to, Tripepi Smith will submit a 2018 MMANC Support and Partnership Agreement with MMANC for the 2018 period to be agreed to by both parties.

Payment for any fees due Tripepi Smith will be paid within 30 days of invoicing. Tripepi Smith will invoice for the strategy planning session upon completion of the session with the MMANC Board of a subcommittee of the Board.

Key Assumptions:

1. Any travel other than the travel for the one day (no overnight) trip to work with Board will be reimbursed – if authorized
2. There will be five 1 hour conference calls with MMANC through the plan development
3. The logo for MMANC will not be under consideration for change
2018-20 Support and Partnership Agreement
MMANC – Tripepi Smith

This agreement defines an in-kind partnership arrangement between Tripepi Smith and the Municipal Management Association of Northern California (MMANC) for the partner support years starting March 1, 2018 and ending February 28, 2020.

When Tripepi Smith does in-kind swaps, Tripepi Smith uses rack rates for service, and uses the association’s rack rates for partnerships.

Tripepi Smith has been asked to provide the following services:

• Event photography for 2018 Women’s Leadership Summit (May 17, 2018). The agreed value is $1,075.

• Website hosting and the SSL certificate service for two years. The agreed value is $560 per year.

• Marketing strategy services for the Association. The agreed value is $8,350. Tripepi Smith will split the cost of plan development over the 2018-19 and 2019-20 MMANC Corporate Partnership years, as follows:

2018-2019 Support
For in-kind services provided March 1, 2018 – February 28, 2019

Total value of in-kind services are:

<table>
<thead>
<tr>
<th>Service</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photos at Women’s Leadership Summit</td>
<td>$1,075</td>
</tr>
<tr>
<td>Hosting Fees</td>
<td>$560</td>
</tr>
<tr>
<td>Marketing Plan Payment One</td>
<td>$2,875</td>
</tr>
<tr>
<td>Balance to be paid by Tripepi Smith in Cash</td>
<td>$490</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$5,000.00</strong></td>
</tr>
</tbody>
</table>

2019-2020 Support
For in-kind services provided March 1, 2019 – February 28, 2020

Total value of in-kind services are:

<table>
<thead>
<tr>
<th>Service</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hosting Fees</td>
<td>$560</td>
</tr>
<tr>
<td>Marketing Plan Payment Two</td>
<td>$5,475</td>
</tr>
<tr>
<td>Subtotal</td>
<td><strong>$6,035</strong></td>
</tr>
<tr>
<td>Balance to be paid by MMANC in Cash</td>
<td>($1,035)</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$5000.00</strong></td>
</tr>
</tbody>
</table>
Hours included above reflect travel time to locations, time on site taking photos, post-event photo editing, and uploading of photos to Tripepi Smith’s hosted online gallery service. Photos of the events will be provided in high resolution with no watermark.

Tripepi Smith will provide payment of $490 for the balance of the 2018-19 Corporate Partnership year. MMANC will provide payment of $1,035 for the balance of the 2019-20 Corporate Partnership year. Both amounts shall be payable upon execution of this agreement.

In exchange for in-kind services provided, Tripepi Smith will be recognized at the Platinum Corporate Partner Level for the 2018-19 and 2019-20 Partnership years with all the rights and privileges guaranteed to that level. MMANC will also provide advertising access rights for Tripepi Smith to incorporate MMANC Facebook page Likes into its Local Government Social Media Advertising Network (either through making this a standard benefit for Platinum Level sponsors or as a benefit per this Sponsorship Agreement).

This agreement is effective for the 2018-19 and 2019-20 MMANC Corporate Partnership Years.

Ryder Todd Smith
President
Tripepi Smith

Miranda Lutzow
President
MMANC
The Fine Print

The quoted pricing (one-time and ongoing service costs) in this proposal are our most discounted (best available) rates and are based on payment by ACH (E-Check) and the exclusive use of our preferred payment processor, Moolah Payments.

The use of our preferred payment processor results in an annual equivalent discount of $600, which is reflected in the discounted pricing in this proposal.

Other compatible payment processors can be found at memberclicks.com/payment-processing selection and use of which will result in standard MemberClicks pricing being applicable.

Pricing is subject to change without notice.

All fees are non-refundable.

*Pricing is valid through January 30, 2018
What’s included with MemberClicks?

**Software Cost:**
- Upgrades and Updates
- Help and Training
- Ability to change anything you choose within the system at no additional cost

**Setup Cost:**
- 6 webinar training sessions
- Choice of one of our responsive web designs, configured to your organization’s branding
- Customized "members-only" landing page
- Initial upload of database
- Configuration of custom database fields
- Configuration of member types and associated system and page permissions
- Setup of automated dues renewal process
- Creation of member application and event registration forms (up to 5)
- Integration of a compatible payment processor
- Customization of optional community features
- Creation of email templates (up to 2)

Even better?

A dedicated team who’s driven to help your **vision** and your **mission** succeed through a shockingly refreshing experience.
OUR MISSION

Empowering member-based organizations to thrive through refreshing technology and a heart for service
1. Everything we do has to be shockingly refreshing.

2. If you aren’t taking it personally, what are you doing?

3. You accomplish nothing alone, you achieve everything through collaboration.


5. Autonomy is imperative here, so embrace it.

6. Enable transparency, don’t just speak to it. It will foster growth.

7. Be forgiving – you’ve been there, too.
WHAT OUR PRODUCT DOES

ADMINISTRATOR ACCESS

- Event management
- Email marketing tools

YOUR DATABASE
(Individual and Organization profiles)

- Accounting integration
- Reporting tools
- Dues automation tools

CMS
(Content Management System)

PUBLIC ACCESS

- Event calendar
- Event registration form
- Member directory and profiles
- "Join Now" form
- Social features

YOUR WEBSITE

PAYMENT PROCESSING
Member Landing Page:

- Centralized Hub for members
- Members-Only Content
- Fully customizable page
Member Profile:

- Social Community (discussion boards, internal social network)
- Custom Attributes – individual data fields captured on members
- Historical data on Invoices, Messages, and Form Submissions
Circles:

- Member-driven discussion areas
- Ability to create Discussions, Announcements, Comments, Etc
- Facilitate member discussion around special interest groups, locations, cities, etc
- Example: Stanton Professionals
Committees:

- Admin-Driven discussion area
- Ability for Discussions + File Sharing
- Can be permissioned to specific groups (only seen by those specific groups)
- Example: Board, Membership Committee
Forums:
- Member + Admin Driven
- Can be public facing, can also be member-only
- Ability to drive discussions on topics and subtopics internally
- Can be permissioned by administrators (seen by specific groups)
- Ability to up vote, down vote, subscribe, and favorite
How to Best Interact & Influence People!

Speaker: Linda Seefeldt, AIM Above

We can all use a little help interacting with and influencing all the communities we work with each and every day: members, clients, leaders, committees, staff, vendors, and people in your personal lives. Join Linda Seefeldt to discover the powerful innovative next-generation communications that are globally changing how to best interact with others:

- Gain insightful self-knowledge, understanding of others, valuing diverse people; leading to co-creating successful results.
- Enjoy this interactive, participatory fun session resulting in increasing effective communication among different personalities.
- Learn how to improve communications and enhance relationships in a manner that raises the effectiveness of interactions.
- AIM Above uses next-generation, technologically innovative advances in communications, based on the world-wide research done by Lumina Learning that is impacting Leaders, Teams, Sales, Culture, Talent, Professionals, Youth, Spark, and Life... globally.

See. Adapt. Influence!

See Who's Registered
Some of our form capabilities:

- Register Members, Non-members, and Guests (some in the same transaction)
- Incorporate Field Logic for complex forms
- Drag & Drop customizability
- Ease of Use (better user experience)
- Form examples: Conference Registration, Membership Satisfaction Survey, etc
Administrative Dashboard

Membership Dashboard

Current Membership Rosters

<table>
<thead>
<tr>
<th>Member Type</th>
<th>Lapsed</th>
<th>Grace</th>
<th>Pending</th>
<th>Active</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admin</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Corporate Sponsor</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>- Corporate Sponsor Employee</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Individual</td>
<td>20</td>
<td>0</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Organization</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>17</td>
</tr>
<tr>
<td>- Staff</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>13</td>
</tr>
<tr>
<td>Professional</td>
<td>172</td>
<td>0</td>
<td>0</td>
<td>21</td>
</tr>
<tr>
<td>Student</td>
<td>25</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>220</td>
<td>0</td>
<td>1</td>
<td>67</td>
</tr>
<tr>
<td>Prospect</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>49</td>
</tr>
<tr>
<td>Total Active</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>116</td>
</tr>
</tbody>
</table>

New Members in the Last 90 Days

<table>
<thead>
<tr>
<th>Member Type</th>
<th>New Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admin</td>
<td>0</td>
</tr>
<tr>
<td>Corporate Sponsor</td>
<td>0</td>
</tr>
<tr>
<td>- Corporate Sponsor Employee</td>
<td>0</td>
</tr>
<tr>
<td>Individual</td>
<td>0</td>
</tr>
<tr>
<td>Organization</td>
<td>0</td>
</tr>
<tr>
<td>- Staff</td>
<td>0</td>
</tr>
<tr>
<td>Professional</td>
<td>0</td>
</tr>
<tr>
<td>Student</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>2</td>
</tr>
<tr>
<td>Prospect</td>
<td>0</td>
</tr>
<tr>
<td>Total New</td>
<td>2</td>
</tr>
</tbody>
</table>

Event Dashboard

Past Event Attendance

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Date</th>
<th>Attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017 Conference</td>
<td>10/27/2017</td>
<td>3</td>
</tr>
<tr>
<td>October Member Event</td>
<td>10/23/2017</td>
<td>0</td>
</tr>
<tr>
<td>Event Section</td>
<td>10/19/2017</td>
<td>0</td>
</tr>
</tbody>
</table>

Upcoming Expected Event Attendance

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Date</th>
<th>Registered</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017 NEVCA Event</td>
<td>11/30/2017</td>
<td>3</td>
</tr>
</tbody>
</table>

Financial Dashboard

Aged Receivables

Total: $2,540.00

Sales Over Time

Total: $18,400.00
DATA DRIVEN.

Ability to create simple and complex searches within the database to target specific groups of members or non-members. Also have the ability to save those searches for frequent use.
More complex reporting on Form Submissions, Events, Emails + Messages, etc.
Full Invoice Report, with the ability to drill down into Invoice #s, filter by type, etc.
Full history of transactions, with MemberClicks serving as the transactional system of record. Can export in IIF (QB Desktop) or CSV (QB Online) to settle accounts easily.
Software Cost Includes:

- Upgrades and Updates
- Help and Training
- Ability to change anything you choose within the system at no additional cost

Setup Cost Includes:

- 6 webinar training sessions
- Choice of one of our responsive web designs, configured to your organization's branding
- Customized "members-only" landing page
- Initial upload of database
- Configuration of custom database fields
- Configuration of member types and associated system and page permissions
- Setup of automated dues renewal process
- Creation of member application and event registration forms (up to 5)
- Integration of a compatible payment processor
- Customization of optional community features
- Creation of email templates (up to 2)
Even Better?

A dedicated team who’s driven to help your **vision** and your **mission** succeed through a shockingly refreshing experience.
CITY MEMBERSHIP - $2,000 (ERV $8,475+)

3 Free Full Memberships ($225)
25% Off Registrations to Events (~$1,000+)
1 Free Annual Conference Registration ($550)
Reserved Exhibit Booth Space at Annual Conference ($1,500)
Free Unlimited Job Board Postings ($200+)

VISIBILITY (Largely Reserved for Platinum & Exec Partners - $3-5,000)
- Job Postings Listed in E-Blast
- Opportunity to Host Event
- Opportunity to Highlight City in Municipal Magazine
- Recognition as City Member at Events
### Income

<table>
<thead>
<tr>
<th>Description</th>
<th>2017 Budget</th>
<th>2017 Actuals</th>
<th>Remaining</th>
<th>% of Budget</th>
<th>Budget Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Adjustment Income</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td><strong>Total Annual Adjustment Income</strong></td>
<td>$1,169</td>
<td>$1,169</td>
<td>($1,169)</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Contributions, Gifts, Grants 990-1</td>
<td>$30,428</td>
<td>$30,428</td>
<td>($14,422)</td>
<td>157.7%</td>
<td>$46,000</td>
</tr>
<tr>
<td>Creditable Government Leader Program</td>
<td>500</td>
<td>500</td>
<td>100.0%</td>
<td>500</td>
<td></td>
</tr>
<tr>
<td>Job Shadow</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Partnerships</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Corporate Partners</td>
<td>25,000</td>
<td>36,920</td>
<td>(11,920)</td>
<td>147.7%</td>
<td>45,000 has no support</td>
</tr>
<tr>
<td>Corporate Partners WLS</td>
<td>2,300</td>
<td>(2,300)</td>
<td>1,000</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td><strong>Total Contributions, Gifts, Grants 990-1</strong></td>
<td>$25,000</td>
<td>$29,428</td>
<td>($14,422)</td>
<td>157.7%</td>
<td>$46,000</td>
</tr>
</tbody>
</table>

### Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>2018 Adjustment Expense</th>
<th>2018 Actuals</th>
<th>Remaining</th>
<th>% of Budget</th>
<th>Budget Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Adjustment Expense</strong></td>
<td>-</td>
<td>($155)</td>
<td>($155)</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Direct Event Expenses 990-Db</td>
<td></td>
<td>($155)</td>
<td>($155)</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Meetings</td>
<td>5,000</td>
<td>5,000</td>
<td>5,000</td>
<td>5,000</td>
<td></td>
</tr>
<tr>
<td>Merchant Processing</td>
<td>9,000</td>
<td>9,000</td>
<td>9,000</td>
<td>9,000</td>
<td></td>
</tr>
<tr>
<td>IMANC Programs</td>
<td>98,000</td>
<td>146,237</td>
<td>146,237</td>
<td>149.2%</td>
<td>117,930</td>
</tr>
<tr>
<td><strong>Total IMANC Programs</strong></td>
<td>$96,000</td>
<td>$151,237</td>
<td>$151,237</td>
<td>154.3%</td>
<td>$127,900</td>
</tr>
<tr>
<td>Awards Program, Gifts, Plaques</td>
<td>1,500</td>
<td>845</td>
<td>850</td>
<td>59.3%</td>
<td>2,000</td>
</tr>
<tr>
<td>Region Events</td>
<td>1,000</td>
<td>7,208</td>
<td>7,208</td>
<td>720.8%</td>
<td>1,000</td>
</tr>
<tr>
<td>Region 1 Event</td>
<td>1,000</td>
<td>2,711</td>
<td>2,711</td>
<td>271.1%</td>
<td>1,000</td>
</tr>
<tr>
<td>Region 2 Event</td>
<td>1,000</td>
<td>605</td>
<td>605</td>
<td>60.5%</td>
<td>1,000</td>
</tr>
<tr>
<td>Region 4 Event</td>
<td>1,000</td>
<td>2,822</td>
<td>2,822</td>
<td>282.2%</td>
<td>1,000</td>
</tr>
<tr>
<td>Region 5 Event</td>
<td>1,000</td>
<td>825</td>
<td>825</td>
<td>82.5%</td>
<td>1,000</td>
</tr>
<tr>
<td><strong>Total Region Events</strong></td>
<td>$5,000</td>
<td>$14,134</td>
<td>$14,134</td>
<td>282.7%</td>
<td>$5,000</td>
</tr>
<tr>
<td>Summer Signature Symposium</td>
<td>6,000</td>
<td>6,777</td>
<td>6,777</td>
<td>112.9%</td>
<td>3,000</td>
</tr>
<tr>
<td>Winter Forum</td>
<td>3,000</td>
<td>983</td>
<td>983</td>
<td>32.7%</td>
<td>2,500</td>
</tr>
<tr>
<td>Women’s Leadership Summit</td>
<td>24,000</td>
<td>21,985</td>
<td>21,985</td>
<td>93.0%</td>
<td>22,000</td>
</tr>
<tr>
<td><strong>Total IMANC Programs</strong></td>
<td>$137,500</td>
<td>$186,712</td>
<td>$186,712</td>
<td>142.1%</td>
<td>$167,900</td>
</tr>
<tr>
<td>Direct Event Expenses 990-Db</td>
<td>$151,500</td>
<td>$203,690</td>
<td>$203,690</td>
<td>143.9%</td>
<td>$175,000</td>
</tr>
<tr>
<td>Grants and Similar Acts, Paid 990-10</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Cash/OA Coaching Program</td>
<td>5,000.00</td>
<td>5,000.00</td>
<td>5,000.00</td>
<td>5,000.00</td>
<td>5,000.00</td>
</tr>
<tr>
<td>Conference Sponsorships</td>
<td>1,500.00</td>
<td>1,500.00</td>
<td>1,500.00</td>
<td>1,500.00</td>
<td>1,500.00</td>
</tr>
<tr>
<td>Creditable Government Leader Program</td>
<td>400.00</td>
<td>400.00</td>
<td>400.00</td>
<td>400.00</td>
<td>400.00</td>
</tr>
<tr>
<td>Other</td>
<td>1,000.00</td>
<td>(150.00)</td>
<td>1,150.00</td>
<td>(15.0%)</td>
<td>500.00</td>
</tr>
<tr>
<td><strong>Total Grants and Similar Acts, Paid 990-10</strong></td>
<td>$7,000.00</td>
<td>$7,000.00</td>
<td>$7,000.00</td>
<td>-1.0%</td>
<td>$7,000.00</td>
</tr>
<tr>
<td>Merit, Participation in Other Prof. Events 990-16</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IMANC Meetings</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ICMA Annual Conference (Pres)</td>
<td>2,000.00</td>
<td>2,732.00</td>
<td>2,732.00</td>
<td>137.6%</td>
<td>2,500.00</td>
</tr>
<tr>
<td>ICMA West Coast Regional Summit (Vice Pres)</td>
<td>200.00</td>
<td>953.00</td>
<td>953.00</td>
<td>478.6%</td>
<td>500.00</td>
</tr>
<tr>
<td>CARE Annual Conference (Comm)</td>
<td>200.00</td>
<td>953.00</td>
<td>953.00</td>
<td>478.6%</td>
<td>500.00</td>
</tr>
<tr>
<td>CARE Annual Conference (Pres)</td>
<td>200.00</td>
<td>953.00</td>
<td>953.00</td>
<td>478.6%</td>
<td>500.00</td>
</tr>
<tr>
<td><strong>Total IMANC Meetings</strong></td>
<td>$2,000.00</td>
<td>$3,085.00</td>
<td>$3,085.00</td>
<td>515.8%</td>
<td>$2,000.00</td>
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<tr>
<td>Professional Administration</td>
<td>25,116.00</td>
<td>28,085.00</td>
<td>28,085.00</td>
<td>233.6%</td>
<td>24,900.00</td>
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<td>Professional Accounting</td>
<td>15,000.00</td>
<td>15,000.00</td>
<td>15,000.00</td>
<td>0.0%</td>
<td>15,000.00</td>
</tr>
<tr>
<td>Miscellaneous Administration Expenses</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Professional Administration</strong></td>
<td>$23,161.00</td>
<td>$33,085.00</td>
<td>$33,085.00</td>
<td>127.2%</td>
<td>$47,000.00</td>
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<td>Website</td>
<td>200.00</td>
<td>785.00</td>
<td>785.00</td>
<td>-</td>
<td>200.00</td>
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<td>Website Maintenance</td>
<td>5,000.00</td>
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<td>3,152.00</td>
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<td>300.00</td>
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<td>Total Website</td>
<td>$5,000.00</td>
<td>$3,937.00</td>
<td>$3,937.00</td>
<td>78.7%</td>
<td>$300.00</td>
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<tr>
<td><strong>Total Other Expenses 990-16</strong></td>
<td>$23,161.00</td>
<td>$28,085.00</td>
<td>$28,085.00</td>
<td>127.2%</td>
<td>$47,000.00</td>
</tr>
<tr>
<td>Printing, Pub, Postage, and Shipping 990-15</td>
<td>700.00</td>
<td>288.00</td>
<td>288.00</td>
<td>41.2%</td>
<td>180.0%</td>
</tr>
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<td>Supplies and Services</td>
<td>320.00</td>
<td>232.00</td>
<td>232.00</td>
<td>72.6%</td>
<td>80.00</td>
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<tr>
<td>Total Printing, Pub, Postage, and Shipping 990-15</td>
<td>$1,080.00</td>
<td>$520.00</td>
<td>$520.00</td>
<td>55.2%</td>
<td>$250.00</td>
</tr>
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<td>Withdrawal Transfer to Savings</td>
<td>13,100.00</td>
<td>13,100.00</td>
<td>13,100.00</td>
<td>102.8%</td>
<td>13,100.00</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>$202,416.00</td>
<td>$254,010.00</td>
<td>$254,010</td>
<td>129.8%</td>
<td>$245,000.00</td>
</tr>
</tbody>
</table>

### Notes

- Adjustments to balances as of December 31, 2018.
2018 MMANC Goals

MEMBERSHIP COMMITTEE

“Why I love MMANC” Campaign

• Interviews – 10 second snippets
• Recruit people at events to provide comments on why they love MMANC
• Edit together into video clip
• Ensure diverse representation of MMANC membership
• To be completed by Annual Conference

Outreach to New Members

• Make contact with each new member within 2 weeks
• Develop script for phone & email
• Set up process to upload new member contact information

Spearhead Implementation of new Membership Database System

PROGRAM COMMITTEE

CGL Program Improvements

• Improve mentor/mentee infrastructure
• Increase prestige and recognition
• Create cohorts and collegiality

REGION TEAM LEADS

City Membership

• Work with Membership Committee to develop “City Membership” program model

City Manager Outreach

• Connect annually with Executives at League regional City Manager groups

Corporate Partner Outreach

• Host a Corporate Partners meeting at Annual Conference

COMMUNICATIONS COMMITTEE

Promotion of MMANC & Benefits

• 1-Page fact sheet
• Reach out to HR Directors
• Compile success stories
• “Mythbusters” type of FAQ
• Continue to Utilize Facebook Live to demonstrate value of MMANC and provide access
• Use of different social media @’s and #’s
Municipal Magazine

• Develop communications survey – ask where people get their information
  o Understand if Muni Mag is valuable to members
• Revisit mid-year to see whether to amp up, in meantime, try to repurpose existing content
• If valuable to members:
  o Look at co-chair model - NC & SC
  o Engage Corporate Partners, other publishing orgs like LCC’s Western City, Cal-ICMA, etc.
  o Reinforce through social media

Quarterly or Monthly Newsletter

• Recaps of events, links to muni mag, regions submit content
• Melissa can help build template
• Region communications members for content, timing for events promotion

REGION 1

• Nosh & Network – Feb/March & June/July
• Family Day Hike – April
• Giants Game – August
• Training Day (Diversity & Project Management) – September
• Levi Stadium Tour – January 2019

REGION 2

Ensure Diversity of Event Locations

• Ask Region members what kind of sessions they are interested in, how far they are willing to travel, length of events
• Increase outreach to members, CMs, CAOs
• Hold early/mid-career coaching event
• Hold event at a college – Humboldt State?
• Encourage directors/managers to send staff
• Scholarships/Free/Reduced rates for non-members

REGION 3

Ensure Diversity of Event Locations

• Host an event outside of Sacramento & Yolo Counties
• Learn what our membership is in other counties (Carolyn/Matt)
• Choose/target counties with a fair/sufficient number of membership (all)
• Determine topic for event based on offerings in the area (all)
• Consider hosting webinars
• Expand events incrementally

REGION 4

Provide diverse training opportunities local government
• Identify locations options that are affordable and accessible to a large number of cities and counties and public agencies
• Develop relevant content that is wide reaching and affordable to all
• Tap into professional resources for speakers and relevant curriculum (local government professionals, MMANC sponsors, etc.)
• Events include topic areas around Networking, Writing, Financing Alternatives, Equity among agencies and programs for the public who lives in cities

REGION 5

Hold 2 Events in 2018

• Identify locations in close proximity to Region 5 members
• Provide instruction & training for new co-chairs on how to plan and prepare for an event
• No more day-long events, events to be held to 4-hours to allow time for travel & work tasks
• One event to be held in Clovis

Identify New Members/Opportunities

• Verify existing members through basecamp
• Outreach for new members inside region

Hold Regular Meetings

• Hold regular monthly meetings to maintain communication between co-chairs