



AGENDA MUNICIPAL MANAGEMENT ASSOCIATION OF NORTHERN CALIFORNIA

Board of Directors Committee Meeting

Thursday, April 12, 2018 | 4:00 p.m. to 5:00 p.m.

Webex Link: <https://mmanc.my.webex.com/>

Dial in: 510-338-9438 **Access code:** 623 393 268

TOPIC	DISCUSSION IN BRIEF
<p>1 Commence Meeting/Roll Call TIME: 2 minutes PURPOSE: Procedure LEADER: Miranda Lutzow/Alexandra Orologas</p>	<p>Meeting opened at 4:05 p.m.</p>
<p>2 Marketing Plan Survey Questions Discussion TIME: 20 minutes PURPOSE: Discussion/Feedback LEADERS: Miranda Lutzow/Alexandra Orologas/Ryder Smith</p>	<p>Ryder from Tripepi Smith led board discussion on survey questions. Input received focused on adding an option for undecided on careers, those who are in support positions and be inclusive of those in counties, special districts and other related organizations. Also there was a suggestion to add an “don’t know” option in question asking about municipal magazine as well as if folks are paying their own membership or if their respective organizations are.</p>
<p>3 Approval of the March 8, 2018 meeting minutes TIME: 3 minutes PURPOSE: Procedure LEADER: Miranda Lutzow</p>	<p>Motion: Carla Hansen Second: Kristen “Kurry” Foley Abstain: Chantal Cotton Gaines; Stephanie Cotter Motion Passed</p>
<p>4 Director Reports TIME: 2-5 minutes each PURPOSE: Informational/Feedback LEADERS: Miranda Lutzow, Carla Hansen, Shay Narayan, Jessica Deakyne, Justin Lovell, Alexandra Orologas, Monica Davis</p>	<p>Miranda asked the board to provide nominations for executive members by the end of the month. She mentioned there are 22 corporate partners and will be updating the sponsor block for media. Lastly, she asked for morning of help for Women’s Leadership Summit. Carla mentioned she has been working with Conference Director Monica Davis and that they have decided on a theme – “Trailblazing Change.” Justin Lovell updated the board on the status of implementing MemberClicks. Alexandra discussed the development of the one-page communications piece as well as plans to gather success stories from members and executives. Monica discussed work progress related to the 2018 conference.</p>
<p>5 Endorsement of Ed Shikada for ICMA West Coast Regional Vice President TIME: 3 minutes PURPOSE: Discussion LEADERS: Miranda</p>	<p>Motion: Monica Davis Second: Chantal Cotton Gaines Motion Passed</p>
<p>6 Approval of Hyatt Regency Sacramento (2019) & Hyatt Regency Monterey (2020) Annual Conference Locations TIME: 5 minutes</p>	<p>Motion: Jill Bergman Second: Justin Lovell Motion Passed</p>

PURPOSE: Decision
LEADERS: Miranda Lutzow

7 **Public Service Recognition Week Update**

TIME: 2 minutes
PURPOSE: Informational
LEADERS: Miranda Lutzow

Information Item – Miranda gave update on PSRSW social media campaign

8 **Policy on Discounted and Complimentary Event Registration**

TIME: 5 minutes
PURPOSE: Decision
LEADERS: Miranda Lutzow

Item will be heard at the June board meeting to allow the board to review the proposed policy.

9 **Signature/Regional Event Updates**

TIME: 2-5 minutes each
PURPOSE: Informational/Feedback
LEADERS: All

April 21, Hike at Edgewood Park – Redwood City
May 17, Women’s Leadership Summit, Richmond
May 17, Networking Event – How to Network, Richmond
July 19, Summer Symposium – Novato
August 24, Giants Game – San Francisco
December 5 & 6, MBS Revenue Generation Workshop, Manteca

10 **Other Items and Announcements**

PURPOSE: Informational
LEADERS: All

None.

11 **Adjournment**

PURPOSE: Meeting’s End
LEADERS: Miranda

Meeting adjourned at 5:00 p.m.
