



SOUTHERN CALIFORNIA
ASSOCIATION OF GOVERNMENTS
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www.scag.ca.gov

REGIONAL COUNCIL OFFICERS

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Jan C. Harnik, Riverside County
Transportation Commission

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Art Brown, Buena Park

Second Vice President
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San Bernardino

Immediate Past President
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Transportation Commission

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Frank Yokoyama, Cerritos

Energy & Environment
Deborah Robertson, Rialto

Transportation
Ray Marquez, Chino Hills

REMOTE PARTICIPATION ONLY

GENERAL ASSEMBLY HOST COMMITTEE

Thursday, February 16, 2023
10:00 a.m. – 10:30 a.m.

To Attend and Participate on Your Computer:
<https://scag.zoom.us/j/89079844165>

To Attend and Participate by Phone:
Call-in Number: 1-669-900-6833
Meeting ID: 890 7984 4165

***Please see next page for detailed
instructions on how to participate in the meeting.***

PUBLIC ADVISORY

Given the declared state of emergency (pursuant to State of Emergency Proclamation dated March 4, 2020) and local public health directives imposing and recommending social distancing measures due to the threat of COVID-19, and pursuant to Government Code Section 54953(e)(1)(A), the meeting will be held telephonically and electronically.

If members of the public wish to review the attachments or have any questions on any of the agenda items, please contact Maggie Aguilar at (213) 630-1420 or via email at aguilarm@scag.ca.gov. Agendas & Minutes are also available at: www.scag.ca.gov/committees.

SCAG, in accordance with the Americans with Disabilities Act (ADA), will accommodate persons who require a modification of accommodation in order to participate in this meeting. SCAG is also committed to helping people with limited proficiency in the English language access the agency's essential public information and services. You can request such assistance by calling (213) 630-1420. We request at least 72 hours (three days) notice to provide reasonable accommodations and will make every effort to arrange for assistance as soon as possible.



Instructions for Public Comments

You may submit public comments in two (2) ways:

1. **In Writing:** Submit written comments via email to: ePublicComment@scag.ca.gov by 5pm on Wednesday, February 15, 2023. You are **not** required to submit public comments in writing or in advance of the meeting; this option is offered as a convenience should you desire not to provide comments in real time as described below.

All written comments received after 5pm on Wednesday, February 15, 2023 will be announced and included as part of the official record of the meeting.

2. **In Real Time:** If participating in real time via Zoom or phone, during the Public Comment Period (Matters Not on the Agenda) or at the time the item on the agenda for which you wish to speak is called, use the “raise hand” function on your computer or *9 by phone and wait for SCAG staff to announce your name/phone number. SCAG staff will unmute your line when it is your turn to speak. Limit oral comments to 3 minutes, or as otherwise directed by the presiding officer. For purpose of providing public comment for items listed on the Consent Calendar, please indicate that you wish to speak when the Consent Calendar is called; items listed on the Consent Calendar will be acted on with one motion and there will be no separate discussion of these items unless a member of the legislative body so requests, in which event, the item will be considered separately.

If unable to connect by Zoom or phone and you wish to make a comment, you may submit written comments via email to: ePublicComment@scag.ca.gov.

In accordance with SCAG’s Regional Council Policy, Article VI, Section H and California Government Code Section 54957.9, if a SCAG meeting is “willfully interrupted” and the “orderly conduct of the meeting” becomes unfeasible, the presiding officer or the Chair of the legislative body may order the removal of the individuals who are disrupting the meeting.

OUR MISSION

To foster innovative regional solutions that improve the lives of Southern Californians through inclusive collaboration, visionary planning, regional advocacy, information sharing, and promoting best practices.

OUR VISION

Southern California’s Catalyst for a Brighter Future

OUR CORE VALUES

Be Open | Lead by Example | Make an Impact | Be Courageous



Instructions for Participating in the Meeting

SCAG is providing multiple options to view or participate in the meeting:

To Participate and Provide Verbal Comments on Your Computer

1. Click the following link: <https://scag.zoom.us/j/89079844165>
2. If Zoom is not already installed on your computer, click “Download & Run Zoom” on the launch page and press “Run” when prompted by your browser. If Zoom has previously been installed on your computer, please allow a few moments for the application to launch automatically.
3. Select “Join Audio via Computer.”
4. The virtual conference room will open. If you receive a message reading, “Please wait for the host to start this meeting,” simply remain in the room until the meeting begins.
5. During the Public Comment Period (Matters Not on the Agenda) or at the time the item on the agenda for which you wish to speak is called (see note above regarding items on the Consent Calendar), use the “raise hand” function located in the participants’ window and wait for SCAG staff to announce your name. SCAG staff will unmute your line when it is your turn to speak. Each speaker is limited to oral comments totaling 3 minutes for all matters, or as otherwise directed by the presiding officer.

To Listen and Provide Verbal Comments by Phone

1. Call **(669) 900-6833** to access the conference room. Given high call volumes recently experienced by Zoom, please continue dialing until you connect successfully.
2. Enter the **Meeting ID: 890 7984 4165**, followed by **#**.
3. Indicate that you are a participant by pressing **#** to continue.
4. You will hear audio of the meeting in progress. Remain on the line if the meeting has not yet started.
5. During the Public Comment Period (Matters Not on the Agenda) or at the time the item on the agenda for which you wish to speak is called (see note above regarding items on the Consent Calendar), press ***9** to add yourself to the queue and wait for SCAG staff to announce your name/phone number. SCAG staff will unmute your line when it is your turn to speak. Each speaker is limited to oral comments totaling 3 minutes for all matters, or as otherwise directed by the presiding officer.

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General Assembly Host Committee *Members – February 2023*

1. **Sup. Curt Hagman, Chair**
2nd Vice President, San Bernardino County
2. **Hon. Art Brown**
1st Vice Chair, Buena Park, RC District 21
3. **Hon. Keith Eich**
NGI Chair, La Cañada Flintridge, RC District 36
4. **Hon. Margaret Finlay**
Duarte, RC District 35
5. **Hon. Jan Harnik**
President, RCTC Representative
6. **Hon. Clint Lorimore**
Imm. Past President, Eastvale, RC District 4
7. **Hon. Ray Marquez**
TC Chair, Chino Hills, RC District 10
8. **Hon. Luis Plancarte**
EEC Vice Chair, Imperial County
9. **Hon. Deborah Robertson**
EEC Chair, Rialto, RC District 8
10. **Hon. David J. Shapiro**
CEHD Vice Chair, Calabasas, RC District 44
11. **Hon. Marty Simonoff**
Brea, RC District 22
12. **Hon. Jose Luis Solache**
LCMC Chair, Lynwood, RC District 26
13. **Hon. Alan Wapner**
SBCTA Representative
14. **Hon. Frank A. Yokoyama**
CEHD Chair, Cerritos, RC District 23



GENERAL ASSEMBLY HOST COMMITTEE AGENDA

Southern California Association of Governments
Remote Participation Only
Thursday, February 16, 2023
10:00 AM

The General Assembly Host Committee may consider and act upon any of the items on the agenda regardless of whether they are listed as Information or Action items.

CALL TO ORDER AND PLEDGE OF ALLEGIANCE *(The Honorable Curt Hagman, Chair)*

PUBLIC COMMENT PERIOD (Matters Not on the Agenda)

This is the time for persons to comment on any matter pertinent to SCAG's jurisdiction that is *not* listed on the agenda. Although the committee may briefly respond to statements or questions, under state law, matters presented under this item cannot be discussed or acted upon at this time. Public comment for items listed on the agenda will be taken separately as further described below.

General information for all public comments: Members of the public are encouraged, but not required, to submit written comments by sending an email to: ePublicComment@scag.ca.gov by 5pm on Wednesday, February 15, 2023. Such comments will be transmitted to members of the legislative body and posted on SCAG's website prior to the meeting. Any writings or documents provided to a majority of the General Assembly Host Committee regarding any item on this agenda (other than writings legally exempt from public disclosure) are available at the Office of the Clerk, located at 900 Wilshire Blvd., Suite 1700, Los Angeles, CA 90017 during normal business hours and/or by contacting the office by phone, (213) 630-1420, or email to aguilarm@scag.ca.gov. Written comments received after 5pm on Wednesday, February 15, 2023 will be announced and included as part of the official record of the meeting. Members of the public wishing to verbally address the General Assembly Host Committee in real time during the meeting will be allowed up to a total of 3 minutes to speak on items on the agenda, with the presiding officer retaining discretion to adjust time limits as necessary to ensure efficient and orderly conduct of the meeting. The presiding officer has the discretion to equally reduce the time limit of all speakers based upon the number of comments received. If you desire to speak on an item listed on the agenda, please wait for the chair to call the item and then indicate your interest in offering public comment by either using the "raise hand" function on your computer or pressing *9 on your telephone. For purpose of providing public comment for items listed on the Consent Calendar (if there is a Consent Calendar), please indicate that you wish to speak when the Consent Calendar is called; items listed on the Consent Calendar will be acted upon with one motion and there will be no separate discussion of these items unless a member of the legislative body so requests, in which event, the item will be considered separately.



REVIEW AND PRIORITIZE AGENDA ITEMS

CONSENT CALENDAR

Approval

1. Minutes of the Meeting – January 25, 2023 PPG. 7

INFORMATION/DISCUSSION ITEM

2. Sponsorship Updates PPG. 11
(Perla Lopez, Special Events Producer)
3. Overview of SB 1439 Application and Form 803 Requirement
(Richard Lam, Deputy Legal Counsel)

ADJOURNMENT



Southern California Association of Governments
Remote Participation Only
February 16, 2023

MINUTES OF THE MEETING
GENERAL ASSEMBLY HOST COMMITTEE (GAHC)
MONDAY, JANUARY 25, 2023

THE FOLLOWING MINUTES IS A SUMMARY OF ACTIONS TAKEN BY THE GENERAL ASSEMBLY HOST COMMITTEE (GAHC). A VIDEO AND AUDIO RECORDING OF THE ACTUAL MEETING IS AVAILABLE AT: <http://scag.iqm2.com/Citizens/>.

The General Assembly Host Committee (GAHC) of the Southern California Association of Governments (SCAG) held its meeting virtually (telephonically and electronically), given the declared state of emergency (pursuant to State of Emergency Proclamation dated March 4, 2020) and local public health directives imposing and recommending social distancing measures due to the threat of COVID-19, and pursuant to Government Code Section 54953(e)(1)(A). A quorum was present.

Members Present

Sup. Curt Hagman, 2nd Vice President, Chair		San Bernardino County
Hon. Art Brown, 1 st Vice President	<i>Buena Park</i>	District 21
Hon. Keith Eich,	<i>La Cañada Flintridge</i>	District 36
Hon. Margaret E. Finlay	<i>Duarte</i>	District 35
Hon. Joe Kalmick	<i>Seal Beach</i>	District 20
Hon. Clint Lorimore, President	<i>Eastvale</i>	District 4
Hon. Ray Marquez, Chair, TC	<i>Chino Hills</i>	District 10
Hon. Kim B. Nguyen	<i>Garden Grove</i>	District 18
Sup. Luis Plancarte, Vice Chair, EEC		Imperial County
Hon. David J. Shapiro, Vice Chair, CEHD	<i>Calabasas</i>	District 44
Hon. Alan D. Wapner		SBCTA

Members Not Present

Hon. Jan Harnik, President		RCTC
Hon. Deborah Robertson, Chair, EEC	<i>Rialto</i>	District 8
Hon. Jose Luis Solache, Chair, LCMC	<i>Lynwood</i>	District 26
Hon. Frank Yokoyama, Chair, CEHD	<i>Cerritos</i>	District 23

Staff Present

Javiera Cartagena, Chief Officer of Government and Public Affairs
Ana Vallianatos, Manager of Media and Public Affairs
Perla Lopez, Special Event Producer
Margaret de Larios, Public Affairs Specialist III
Richard Lam, Deputy Legal Counsel
Maggie Aguilar, Clerk of the Board

CALL TO ORDER AND PLEDGE OF ALLEGIANCE

The Honorable Curt Hagman called the meeting to order at 10:01 a.m. Chair Hagman asked Hon. Alan D. Wapner, SBCTA, to lead the Pledge of Allegiance.

Given the declared state of emergency (pursuant to State of Emergency Proclamation dated March 4, 2020) and local public health directives imposing and recommending social distancing measures due to the threat of COVID-19, and pursuant to Government Code Section 54953(e)(1)(A), Chair Hagman announced the meeting was being held virtually (telephonically and electronically).

PUBLIC COMMENT PERIOD

Chair Hagman opened the Public Comment Period and outlined instructions for public comments. He noted this was the time for persons to comment on any matter pertinent to SCAG's jurisdiction that were not listed on the agenda. He reminded the public to submit comments via email to ePublicComment@scag.ca.gov.

The Clerk acknowledged there were no written public comments received by email before or after the 5 p.m. deadline.

Seeing no public comment speakers, Chair Hagman closed the Public Comment Period.

REVIEW AND PRIORITIZE AGENDA ITEMS

There was no prioritization of agenda items.

CONSENT CALENDAR**Approval**

1. Minutes of the Meeting – June 13, 2022
-

A MOTION was made (Finlay) to approve Consent Calendar, Item 1. Motion was SECONDED (Marquez) and passed by the following votes:

AYES: Brown, Eich, Finlay, Hagman, Kalmick, Lorimore, Marquez, Nguyen, Plancarte, Shapiro, Simonoff, and Wapner (12)

NOES: None (0)

ABSTAIN: None (0)

INFORMATION/DISCUSSION ITEM

2. Overview of Roles, Responsibilities and Sponsorship Goals

Javiera Cartagena, Chief Officer of Government and Public Affairs, welcomed new and returning members to the first meeting of the 2023 General Assembly Host Committee (Host Committee) and thanked them for their support of this event. Ms. Cartagena indicated that their support was important in helping staff execute this signature annual event. She reported that the Government and Public Affairs division was responsible for the program development and execution of this important event and that their assistance in engaging both new and returning sponsors, and securing their financial support, would be crucial to their work preparing for SCAG's 58th Annual Regional Conference and General Assembly, which they hoped would be the best one yet.

Chair Hagman asked about the new legislation related to "pay-to-play" and how that would affect them [the Committee Members] in making phone calls for this [effort].

Ms. Cartagena indicated that they had adopted an ethics policy that they would all be expected to sign, and that Ms. Perla Lopez would be going over during the meeting.

Perla Lopez, Special Event Producer, provided a brief overview of the roles, responsibilities, and sponsorship goals of the Host Committee. Specifically, her presentation included information on who the Host Committee is; the monthly meeting schedule; the Host Committee 2023 duties at the General Assembly; details about the roles and responsibilities; a review of the sponsor brochure; a sponsorship analysis that details that initial goals set by past members in 2019 and 2022, including final tallies; a suggestion to set the sponsorship goal for 2023 at \$325,000; and next steps for Host Committee Members. Ms. Lopez also announced that to-date, they had invoiced 17 sponsors totaling \$137,000.



Chair Hagman expressed concerned over the new rules of recent legislation. Richard Lam, Deputy Legal Counsel acknowledged the comments by Chair Hagman and indicated he could follow up with information on how the new law affects their responsibility as it pertains to SCAG.

Chair Hagman expressed this was a great presentation and stated that he appreciated members engaging and their willingness to be on this committee to make sure they have a great event.

The Host Committee agreed to the \$325,000 sponsorship goal for 2023.

Hon. Clint Lorimore, Eastvale, District 4, asked that information on SB 1439 be shared via email or addressed at the next meeting. Mr. Lam indicated they could email the information as long as members did not discuss it amongst each other before the next meeting.

ADJOURNMENT

There being no further business, Chair Hagman adjourned the Regular Meeting of the General Assembly Host Committee at 10:26 a.m.

[MINUTES ARE UNOFFICIAL UNTIL APPROVED BY THE GAHC]

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General Assembly Host Committee: Sponsorship Update

February 16, 2023

WWW.SCAG.CA.GOV

General Assembly Host Committee

Sponsorship Update

Sponsor Level	Organization Name
Bronze 1K	Richards, Watson & Gershon
Bronze 1K	The Olson Company
Silver 3K	LSA Associates, Inc.*
Silver 3K	Riverside County Office of Economic Development
Silver 3K	West Coast Arborists
Gold 5K	Automobile Club of Southern California
Gold 5K	Best, Best & Krieger*
Gold 5K	BNSF Railway Company
Gold 5K	California Air Resources Board
Gold 5K	Esri*
Gold 5K	Housing & Community Development
Gold 5K	Nuffer, Smith, Tucker
Gold 5K	Port Hueneme
Gold 5K	San Manuel Band of Mission Indians
Gold 5K	TNT Fireworks
Gold 5K	Verizon
Gold 5K	Transtech
Technology 7.5K - SOLD OUT	Charter Communications - Spectrum
Panel 7.5K	Clean Power Alliance
Panel 7.5K	Jamboree Housing
Panel 7.5K	WSP*
Clean Vehicle Session & Showcase 15K	Automobile Club of Southern California
Platinum 20K*	Southern California Gas Company
Platinum 30K	Southern California Edison

2023	
Goal Sponsorships	60
Goal Total	\$325,000
Invoiced Sponsors	23
Invoiced Amount	\$161,000
-\$166,500.00 -51.6% <i>as of February 16, 2023</i>	

% to goal (as compared to same time last year)	
49.9%	49.5%
2022 Final Total: \$322,500	2023 Goal Total (TBC) : \$325,000

Sponsor Level Update

Sponsor Level	Tally
Platinum (Presenting)	1/2
<i>Platinum (Welcome+Opening Remarks)</i>	1/1
Sustainability Awards Luncheon	0/2
<i>Clean Vehicle Session & Showcase</i>	1/1
Reception	0/2
Panel	3/6
Technology (SOLD OUT)	1/1
Breakfast	0/2
Gold *unlimited	12
Auto Showcase	0/2
Silver *unlimited	3
Bronze *unlimited	2

SCAG 2023 REGIONAL CONFERENCE & GENERAL ASSEMBLY					SPONSORSHIP TIERS					
CATEGORY	PLATINUM	SUSTAINABILITY AWARDS LUNCHEON	RECEPTION	PANEL	TECHNOLOGY	BREAKFAST	AUTO SHOWCASE	GOLD	SILVER	BRONZE
Amount	\$30,000	\$20,000	\$10,000	\$7,500	SOLD OUT \$7,500	\$7,000	\$5,000	\$3,000	\$1,000	\$1,000
Limit	2	1	2	6	1	2	2	No Limit	No Limit	No Limit
Speaking Opportunity	Featured speaking role	Featured speaking role at luncheon	Introductory remarks at reception	Introductory remarks for panel session						
President's Reception Invitations	6	5	4	2	2	2	2	2		
Conference Registrations	10	8	6	5	5	5	4	4	3	2
Add Value	Premier lobby and conference space branding	Special logo and brand placement on Sustainability Awards Luncheon materials	Special Reception signage with organization logo	Special Panel signage with organization logo	Exclusive Wi-Fi sponsor branding and company landing page	Special Breakfast signage with organization logo				
Program Booklet Advertisement	Full-page, color ad (back or inside cover)	Full-page, color ad (premium placement)	Full-page, color ad (premium placement)	Half-page, color ad	Half-page, color ad	Half-page, color ad	Half-page, color ad	Half-page, color ad		
Exhibitor Table	Premium placement	Premium placement	Premium placement	•	•	•	Small table adjacent to vehicle	•		
Product Placement in Registration Bags	•	•	•	•	•	•	•	•	•	
Logo Placement on Conference Website and On-screen Visuals	•	•	•	•	•	•	•	•	•	•

“This event is great to get the word out about our program to public agencies. We love the event!” — Returning Sponsor

“I had so many interactions and networking opportunities and if not for this opportunity, I would have had to work all year to have those conversations with key people in the region. Very happy and will definitely be sponsoring again.” — Returning Sponsor



THANK YOU!

For more information, please visit:
scag.ca.gov/ga2023

Perla Lopez, Special Events Producer
lopezp@scag.ca.gov