

MINNESOTA CHAPTER OF THE AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS

Executive Committee Meeting Minutes

Thursday, September 1, 4:00 - 5:00 p.m.

International Market Square, 275 Market Street, Suite 54, Minneapolis, MN 55405

EXCOM MEMBERS PRESENT

Gina Bonsignore, President
Matt Rentsch, Past President
Chris Behringer, Treasurer
Ellen Stewart, Trustee (by phone)
Andrew Montgomery, Awards and Banquet Co-Director
Emily Neuenschwander, Awards and Banquet Co-Director
Ann Rexine, Director of Communications
Graham Sones, Director of Education
Jake Coryell, Director of Programs
Liz Hixson, Director of Public Relations
Madeline Peck, _SCAPE Editor

EXCOM MEMBERS ABSENT

Carmen Simonet, President-Elect
Nicole Peterson, Secretary
Jodi Refsland, Awards and Banquet Co-Director
Todd Wichman, Fellows Representative
Jody Rader, Student Chapter Liaison
Michael McGarvey, Advocacy Committee Chair

CALL TO ORDER

President Gina Bonsignore called the meeting to order at approximately 4:00 p.m.

MEETING MINUTES

Minutes of the August 4, 2016 meeting were not distributed and therefore unavailable for review.

PRESIDENT, Gina Bonsignore

Gina shared that Nicole had reached out asking if the chapter would consider supporting the development of a book in The Cultural Landscape Foundation (TCLF) "What's Out There" series. The book would document Minnesota landscapes and be developed in part by Eduard Krakhmalnikov. Eduard holds a MLA from the University of Minnesota and currently serves as the UMN Master Gardener Coordinator. Chris motioned to approve contributing \$400 to the effort, and Gina seconded the motion and called for discussion. It was noted that the book will reach audiences that the chapter can't which is in aligns with the organization's mission. Still, others would like more information about the nature of the book and the scope of its reach. The motion was amended to approve the contribution from HALS funds on the condition that Nicole provides additional information.

At the August ExCom meeting, the 2017 theme was discussed. "Healthy living" and "designing for equity" were both considered. Healthy by Design was the 2013 theme, so the group leaned toward designing for equity.

PRESIDENT ELECT, Carmen Simonet

Carmen wasn't present but Gina reported that while the tours of local parks discussed at the August meeting may not take place this year, they would be a great addition next year.

PAST PRESIDENT, Matt Rentsch

Matt provided a handout to supplement his report. He shared that membership stands at 257, a breakdown of which appears in the handout. He also reported that he recently participated in an ASLA webinar about membership issues. Key points are also included in the handout. One of the more significant points is that national is engaging in a telephone campaign encouraging those whose memberships lapsed from 2011 - 2015 to rejoin. Matt also shared that he served on the project advisory committee of the Minnesota Walks program. He provided a handout outlining the program and encouraged people to learn more.

Matt also addressed the issue of archiving. ExCom members are to prepare year-end reports and submit to the Secretary. The Secretary will combine into a single flash drive. A copy will be made and submitted to the Northwest Architectural Archives at the University of Minnesota.

SECRETARY, Nicole Peterson

Not present; no report.

TREASURER, Chris Behringer

Chris reported that the bank balance is \$73414.49. She is in the process of organizing the Audit Committee. ASLA-MN's fiscal year ends October 31. Ideally the audit will take place in November or December to ensure taxes can be prepared, filed and paid by the filing deadline which is in March.

TRUSTEE, Ellen Stewart

The Board of Trustees (BOT) meets at ASLA's annual meeting. The agenda hasn't been finalized. The last chance for registration savings for ASLA's annual meeting is September 16. ASLA is appealing to lapsed members asking them to renew. National held a membership webinar. ASLA is in the process of evaluating several of its marketing and PR initiatives including branding, strategies for retaining members, and increasing website traffic.

EXECUTIVE DIRECTOR, Kathryn Aro

Kathy reported that golf takes place on September 13. Registration is light thus far but the group is known for last minute registration. Kathy shared that adding a searchable database of past award winners to the website will cost around \$2000. Liz motioned to approve the website enhancement. Chris seconded the motion, and the motion passed.

AWARDS AND BANQUET, Andrew Montgomery and Jodi Refsland

The Awards Directors reported that the annual education session and awards celebration will take place at CHS Field on April 21, 2017. Meals will run around \$30-\$40 a plate. Non-profits may get a 50% discount on room rental. Mitch Workman, incoming Director of Education and Professional Development, visited the space. Efforts will be made to secure a professional photographer to ensure quality images of the awards celebration are taken for inclusion in _SCAPE. The awards directors will judge the Colorado chapter awards around August or September of 2017.

EDUCATION AND PROFESSIONAL DEVELOPMENT, Graham Sones

Graham reported that USGBC will be holding its SITES workshop on October 27 in Stockholm, Wisconsin. The event will be hosted by USGBC; ASLA-MN will be positioned as an event supporter and assist in guiding content development. ASLA-MN will help promote the event as well.

COMMUNICATIONS, Ann Rexine

Madeline Peck, Ann's replacement as _SCAPE Editor, was in attendance at today's meeting. She shared a little about her background and interests. Gina explained that Madeline doesn't need to attend all ExCom meetings but indicated that the _SCAPE Editor position needs to maintain a productive and open dialogue with members of the ExCom. Doing so will be helpful in driving content. Madeline shared that September 28 is the call for articles. The _SCAPE Editor position description may need to be updated.

Ann shared that the distinction between Communications and PR could benefit from some clarity. Ann provided copies of _SCAPE to those interested. Chris noted that _SCAPE is always a big hit at national's Chapter President's Council (CPC) meetings. Gina will bring some with her. For the past few years, _SCAPE has been distributed to students at the UMN Department of Landscape Architecture which the students have appreciated. Putting the magazine in student mailboxes with a letter from the president seems to have the biggest impact.

PROGRAMS DIRECTORS, Jake Coryell

Jake discussed holding an adults night at the Minnesota Zoo. A tentative date is October 14. Members would be encouraged to bring prospective members as their guests. Jake is considering a few other programs such as a social at Urban Forage. Jake shared that he has developed a game that can be played at the chapter's hole during its annual golf event.

PUBLIC RELATIONS, Liz Hixson

Liz requested \$400 to support an upcoming lecture at the University of Minnesota featuring Dilip Da Cunha. The title of the lecture is "After Rivers/After Landscape". Gina motioned to approve the contribution, Ellen seconded the motion, and the motion carried.

Madeline Peck, Ally Czechowicz and others are working on PARK(ing) Day. Liz is working on securing booth space at AIA-MN, Northern Green, and Wild Ones.

STUDENT CHAPTER LIAISON, Jody Rader

Jody was not present but she submitted a report to Gina which was included in the agenda of tonight's meeting. MLA's weren't able to participate in College Day due to department scheduling conflicts. Three students are applying for supplemental funding from the MLA department to attend ASLA's annual meeting. Student Maria Grina has been working with Ally Czechowicz and WILA-MN on PARK(ing) Day. The student group is applying for official student group status with the University Office of Activities. They must draft a constitution, and Jody will assist Student Chapter President Kevin Tousignat in finding necessary resources. The annual student picnic may not happen since students participated in the department's 50th Anniversary. A few students are trying to pull together a team for ASLA-MN's annual golf event.

NEXT MEETING

The next meeting of the ASLA-MN Executive Committee takes place October 6, 2016 at AIA-MN from 4:00 - 6:00 p.m.

ADJOURNMENT

Gina motioned to adjourn the meeting at approximately 5:45 p.m. Mat seconded the motion, and the motion passed.