



**AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS MINNESOTA  
CHAPTER (ASLA-MN)**

**Executive Committee Meeting Minutes**

Thursday, December 1, 2016, 4:00 - 9:00 p.m.  
354 Stonebridge Blvd. St. Paul

**ExCom Members Present:**

Carmen Simonet  
David Motzenbecker  
Gina Bonsignore  
Bryan Murphy  
Ellen Stewart  
Mitch Workmon  
Liz Hixson  
Jody Rader  
Chris Behringer  
Nicole Peterson  
Jake Coryll  
Jodi Refsland  
Maddie Peck  
Emily Neuenschwander

**ExCom Members Absent:**

**Others:**

Graham Sones  
Kathy Aro

President Carmen Simonet called the meeting to order at 4:21 p.m.

Welcome and Introductions – new and continuing Executive Committee

1. Orientation

- a. ASLA structure was outlined
- b. Ex Comm Team:  
Need to fill Governmental affairs and members services in future  
The organization chart online needs to be updated
- c. Ex Director position
  - i. Position is ¼ time
  - ii. Duties include: Website updates, newsletter interface, quickbooks interface, Sponsorship tracking, and coordinates with Scape firms.
  - iii. Tasks of the Ex Director go through President. If we need assistance, check in with Carmen first
- d. Parliamentary procedures
  - i. We follow “Robert’s Rules” procedures
    1. As an example, approvals are made by first making a motion. When the motion is seconded, the motion is then opened for discussion. After discussion, the motion can be voted on.
  - ii. It is necessary to make a motion when voting on a change in procedure/policy or the budget
  - iii. Ellen will get more information about thresholds of when it is necessary for approval

- iv. Chris mentioned if directors work within their budgets, they don't need approval for spending
- e. Email
  - i. The following are some guidelines for when you email between Ex Comm members
    - 1. Use organization chart as a reference to help identify who you should copy on emails
    - 2. If an email contains a request, Carmen should be copied on email, otherwise a 'production' email wouldn't need to include Carmen
    - 3. If an email includes something relating to our database, newsletter, or quickbooks, you should copy Kathy on the email
    - 4. The subject line should reflect the content of email and include ASLA-MN
    - 5. If the topic of the email changes, please add a new word to connect the subject of the email to the subject line
    - 6. If you are CC'd on an email, you are not expected to respond
    - 7. You don't need to respond to all when answering questions
  - f. FAQs
    - i. A handout was provided with a list of FAQs committee members can refer to when doing their business
- 2. Business Items
  - a. Approve minutes
    - i. August Minutes
      - 1. Gina made a motion to approve August minutes, David seconded the motion, and the minutes were approved
    - ii. September Minutes
      - 1. Liz made a motion to approve the September minutes, Nicole seconded the motion, and the minutes were approved
    - iii. October Minutes
      - 1. Gina made a motion to approve the October minutes, Jake seconded the motion, and the minutes were approved
    - iv. November Minutes
      - 1. Ellen made a motion to approve the November minutes, David seconded the motion.
      - 2. Discussion
        - a. Ellen provided feedback to minutes
        - b. Graham suggested to include more diplomatic comments
      - 3. Minutes were approved as amended
  - b. Timing of meetings
    - i. Meetings have been held the first Thursday of month at 4:00 p.m. at the AIA offices. Meeting time and location is open for discussion.
    - ii. Regardless of meeting time, it is important to be on time for meetings
    - iii. It is important to have consistent location
    - iv. The meeting location should be close to transit for those that don't use personal vehicles
    - v. Liz made a motion to move the meeting time to 4:30 and be respectful of time/be on time, Chris seconded the motion
    - vi. Discussion
      - 1. There was suggestion to move the meeting to 5:00 p.m.
      - 2. It was noted that there will be more traffic for a 4:30 p.m. meeting

3. A friendly amendment to the motion was made to do a trial for January/February meetings
  - vii. The motion was approved with one 1 opposed
- c. Banquet – Jody
  - i. Jody presented the mailer for the banquet/education sessions
- d. Holiday social
  - i. An alternate location for the holiday social has been identified at the Loop in the North Loop. They are extending their happy hour pricing and have booth and standing room options
  - ii. The Holiday social will be December 15 5:30 – 8:00 p.m.
  - iii. It was suggested that we plan a future event at Urban Forage to support their business since we weren't able to utilize them for the Holiday Social
3. Strategic Plan
  - a. The strategic plan is a living document but is developed and updated as a whole group
  - b. Carmen updated the primary focus for 2016/2017 to include using our theme, Equity – Designing for the 21<sup>st</sup> Century in our programs and initiatives.
  - c. It was suggested that volunteering should be encouraged and supported. Sponsorship for volunteers or students at the banquet is an example
  - d. The relationship of Communications and PR committees was discussed
    - i. New position descriptions should be written to define roles of the positions. These descriptions should be sent to Carmen for feedback and then put in front of the board for approval
    - ii. One way to think about the positions is Communications is to membership (Internal) and PR is with the greater public (External)
    - iii. Understanding communication tools such as Facebook, Twitter, GoogleNews alerts, and LinkedIn could help us better understand how to reach membership and the greater public.
      1. Ellen forwarded feedback from ASLA national and St. Paul Department of Parks and Recreation to Liz about effective use of communication tools.
4. Calendar
  - a. ASLA-MN's Year at a glance list of events was handed out and discussed.
  - b. David, Gina, Emily, Kathy are interested in helping with Advocacy day
    - i. It is important to reach out to other entities such as cities and counties, in addition to the legislature for advocacy
    - ii. Stormwater, Climate Change, STEM are good subjects to focus on for advocacy day
5. Budget
  - a. Review of Budget
    - i. The executive director job description is out of date and should be updated. With this update, the pay for the Ex. Director should be increased. Carmen has formed a committee to review and make a proposal.
    - ii. Additional items in the budget were discussed and adjusted. An updated budget will be handed out at next meeting for approval
    - iii. Carmen proposed adding a line item under governance to send two students to advocacy day in DC
      1. Fellows have been encouraged to cover the costs for a student to attend the awards banquet.
      2. Ten complimentary dinners at the awards banquet should be covered
      3. Ellen will send Kathy a list of complimentary dinners that have been



- provided at previous banquets.
- iv. Kathy suggested we should prepare a PR plan for the organization
    - 1. Previous attempts at a PR plan were done internally and we should consider hiring a PR professional to prepare a plan for us
  - v. Gina stressed the importance of sponsorship opportunities. The Twin Cities Marathon and tour which includes 90 of the most influential Twin Cities policy makers were mentioned as examples

Meeting adjourned at 8:59 p.m.

**NEXT MEETING**

The next meeting will be held on Thursday, January 5<sup>th</sup> from 4:30 - 6:30 p.m. at AIA offices