

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

Executive Committee Meeting

Thursday, June 2nd, 2016, 4:00 - 6:00 p.m.

International Market Square AIA/ASLA Board Room, Minneapolis



Executive Committee Meeting Minutes

EXCOM MEMBERS PRESENT

Gina Bonsignore, President
Nicole Peterson, Secretary
Kathy Aro, Executive Director
Ellen Stewart, Trustee
Andrew Montgomery, Awards and Banquet Co-Director
Jake Coryell – Director of Programs and Events
Graham Sones, Director of Education and Professional Development
Jodi Refsland, Awards and Banquet Co-Director
Chris Behringer, Treasurer
Matt Rentsch, Past President
Liz Hixson, Director of Public Relations

EXCOM MEMBERS ABSENT

Fellows Representative – vacant
Carmen Simonet, President-Elect
Michael McGarvey, Advocacy Committee Chair
Jodi Refsland, Awards and Banquet Co-Director
Chris Behringer, Treasurer
Matt Rentsch, Past President
Jody Rader, Student Chapter Liaison
Ann Rexine, Director of Communications
Jody Rader, Student Chapter Liaison

OTHERS PRESENT

CALL TO ORDER

President Gina Bonsignore called the meeting to order at 4:10 p.m.

APPROVE MEETING MINUTES

Minutes for June had not been sent out and will be sent out along with the July minutes to be approved at the August meeting.

PRESIDENT'S REPORT, Gina Bonsignore

Gina starts off the meeting asking about the election slate for the upcoming election. Nicole presented the following slate:

David Motzenbecker – President Elect
Bryan Murphy – Secretary
Emily Neuenschwander – Co-Director of awards and banquet
Mitch Workmon – Director of Education and Professional Development

Jake Coryell will also be running for his existing position of Director of Programs and Events.

Gina then brings up the Strategic Plan, and asks us to reflect on and revise the document. The committee feels that while we have done fairly well on some of our goals, we would like to continue to work on the following areas:

- **Government affairs and advocacy.** There have been forays into this area but we need more energy put in.
- **Licensure.** The committee is also looking into creating a task force regarding licensure.
- **Public Relations:** Nicole and Liz are going to begin working on developing a PR plan for external relations.
- **Website:** update the website to make it invaluable to members, and to better highlight awards members.
- **Allied professional outreach:** We have already decided to send issues of _SCAPE to selected civil engineers, but need to encourage members to do additional outreach to other allied professions.
- **Emerging professionals:** Andrew may be interested in tackling this once he is off the board.
- **Volunteer participation:** we can always use more volunteers, though we have been doing fairly well at events and booths.
- **School outreach and curriculums:** this is a continual push and Gina would like to emphasize this since the school year is rapidly approaching.

PAST PRESIDENT'S REPORT, Matt Rentsch

Matt is withholding his report until next month due to lack of time.

PRESIDENT-ELECT'S REPORT, Carmen Simonet

Carmen was not present but is working on a couple tour opportunities this summer.

TREASURER'S REPORT, Chris Behringer

All is well with the bank accounts and things are looking strong financially.

SECRETARY'S REPORT, Nicole Peterson

Nicole spoke about the upcoming elections at the beginning of the meeting and the summary can be seen under the President's Report.

TRUSTEE'S REPORT, Ellen Stewart

Ellen is withholding her report until next month due to lack of time.

EXECUTIVE DIRECTOR'S REPORT, Kathy Aro

Kathy is asking that we get her events and items for the newsletter earlier than we used to. She needs anything you want in the newsletter before this Monday. In some cases she will send back proofs to us to make sure all the details are correct.

Kathy has also been working with vendors and we may do a breakfast with the vendors at some point. Some of the smaller vendors are feeling like it is hard to get in front of the membership.

STUDENT LIASON REPORT, Jody Rader

Maria and Leslie were present to discuss the Fall Welcome BBQ and the Ex Com is trying to gauge how much involvement the students would like us to have. They would like the event to have slightly more structure, but it is unclear right now who will head up the event. Last year it was mostly faculty.

Maria and Leslie also spoke about their experience at Advocacy Day in Washington D.C. this last spring. They loved the experience and came back feeling connected to the organization as a whole and more in tune with the profession. They have written an article about their experience for _SCAPE that will be in the next issue.

GOVERNMENT AFFAIRS COMMITTEE, Mike McGarvey

Not Present, no report.

CO-DIRECTORS OF AWARDS AND BANQUET, Andrew Montgomery and Jodi Refsland

Jodi and Andrew have already begun working on next year's banquet. They are striving to have the venue booked by October. Gina suggests that they move that up to at least September to give us as many options as possible. They are looking at April 21st for the 2017 banquet. They are also planning on combining the save the date postcard with the call for entries. Creating a logo for the banquet is going to be discontinued in an order to save time.

DIRECTOR OF EDUCATION AND PROFESSIONAL DEVELOPMENT, Graham Sones

A USGBC's SITES session is in the works, and Graham is working on locating a venue. The event will likely be this fall.

DIRECTOR OF COMMUNICATIONS, Ann Rexine

Not Present, no report.

DIRECTOR OF PUBLIC RELATIONS, Liz Hixson

Liz is already thinking about PARKing day. She is focused on making a simpler effort as some of the volunteers last year got burned out with the effort.

Every Place Counts is also coming up and will address areas that have been affected by highways coming through their neighborhoods. The date is currently in flux but Liz will be publicizing the event on social media.

Liz also encourages anyone who is hosting an event to email her if they want to publicize the event on social media. There is a lot coming up and she needs the details on each event.

DIRECTOR OF PROGRAMS AND EVENTS, Jake Coryell

APA has approached Gina about touring the DNR headquarters and that event will be open to whoever would like to come. It will be July 27th and details will be in the newsletter. Jake has been talking with Liz about having a gathering at one of the brewpubs soon and doing a sketch competition there with prizes.

Columbia Golf course is confirmed to be the location for the golf and foot golf event. Jake and Terry are going to make a game such as Plinko with prizes at the ASLA-MN booth.

Jake has also been looking at events at the Zoo and what would be the most engaging. The board is leaning toward working with the STEM program at the Zoo. They also have a monthly event for adults at the zoo and we may be able to get a backstage tour.

NEW BUSINESS

We are planning to have voting stations at the BBQ in August so that people can vote right there. Kathy will work to make sure voters have access to their numbers and are able to vote.

Fellows nominations are coming up in October and Todd Wickman is working on that process.

NEXT MEETING

The next meeting will be held on Thursday, May 5th from 4:00 - 6:00 p.m. in the AIA-MN Board Room.

ADJOURN

Graham motions to adjourn the meeting at 6:00pm. Matt seconded the motion and the motion passed.