



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

Executive Committee Meeting Minutes

Thursday, January 5, 2017, 4:30 - 6:30 p.m.

International Market Square, AIA Board Room, Minneapolis

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
Emily Neuenschwander

ExCom Members Absent:

Maddie Peck

Others:

Kathy Aro

President Carmen Simonet called the meeting to order at 4:31 p.m.

1. Minutes
 - a. David made a motion to approve the December minutes, Ellen Seconded the motion, and the motion passed
2. Treasurer's report – Chris
 - a. Kathy made the changes that we talked about at the retreat
 - i. It was noted there is a \$7500 difference in the budget because we paid the summer issue of _scape
 - ii. Review with intent to approve at next meeting
3. President's report – Carmen
 - a. Sponsorship appreciation breakfast
 - i. There are a lot of new sponsors this year so it would be a good time to hold a sponsorship breakfast. All officers and Kathy should attend this breakfast.
 - ii. It was suggested to hold the breakfast at Elsie's. Carmen asked Chris if she would take a lead and she accepted. Chris will make arrangements and let the board know the details at our next meeting
 - b. Retreat follow up
 - i. Carmen mentioned the Government affairs/advocacy position still needs to be filled and asked if someone was interested and to check around our offices for someone that is interested
 - ii. Website updates
 1. The Strategic plan and Org Chart needs to be updated on the website
 - iii. Carmen reminded us to reach out for volunteers
 - iv. Advocacy day
 1. Gina will take lead with planning for advocacy day.
 - v. Executive Director contract
 1. Carmen formed a committee to update the contract of the Ex Director. The



contract will be ready for review at the next meeting

- vi. Carmen followed up with David and Nicole about initiating a PR plan. Need date...Liz to find date for Nicole, David, Liz, and Carmen to discuss over breakfast
4. Past President's Report - Gina
 - a. Needs to work on Advocacy day...will work with Kathy about logistics
 - b. Gina is following up with members that have left their membership lapse
5. President Elect's report – David
 - a. David has nothing to report
6. Executive Director's report – Kathy
 - a. Kathy has budget updated and will meet with Chris to review
 - b. Kathy needs to get _Scape completed so it can be mailed to membership in January
 - c. Kathy is currently reaching out to existing and new sponsors
 - d. Kathy's next project will be preparing taxes followed by the President's Year-end report
7. Trustees Report – Ellen
 - a. ASLA national is currently moving to a new building
 - b. ASLA honors deadline is Jan 20th. Ellen suggests we should add this to our calendars in the fall so we have time to fill these 8 awards
 - c. February 1st is the deadline for presentations for ASLA education sessions Oct 20-23
 - d. Ellen reminded us that the Bylaws will need to be updated this year. Our chapters secretary should lead the process of updating the Bylaws. Bryan will chair a bylaws committee. Bryan will talk more about the process with Ellen
 - e. Bruce Chamberlain and Graham Sones have been identified as nominees for ASLA Fellow. The deadline for signoff is Jan 12. Carmen will follow up with Todd Wichman.
8. Directors Reports
 - a. Director of Education report – Mitch
 - i. LARE Review
 1. There will be a LARE review on Wed Jan 25th at Kimley-Horn with a three person panel
 - ii. Education conference
 1. Mitch reported a list of speakers is being developed and feels they are ahead of schedule with planning
 2. Katie Liesie is the co-chair with Mitch
 3. Joni Geise has a list of speakers from Washington about Equity to contribute as possible speakers for our conference
 - iii. SITES version 2
 1. Craig Wilson and Sheryl gave Mitch an update on their conference since Mitch wasn't able to attend the SITES conference
 2. We will continue our support of training for SITES for our members and stand behind the purpose of SITES
 3. There is a certification for SITES – It is called SITES AP
 - b. Director of Events report – Jake
 - i. Jake reported that the Winter Social was a success
 1. Anova and JTH lighting helped with expenses
 2. JTH – George likes our group
 3. We should send thank yous to Anova and JTH
 - ii. Our organization will continue to work with Jeff at Urban Forage
 1. Jake is currently working on a possible Edible Landscape event in February with Urban Forage
 - c. University Liason – Jody
 - i. A student portfolio review will be held in mid-February



- ii. We could hold a reception for the graduating students to encourage the students to keep up their membership with ASLA. **NAME** will provide a proposal for this event including When, Where, and who will take charge at the next meeting.
 - iii. Jody and Jake are coordinating an urban agriculture event at Urban Forage. They will give us an update at the February meeting.
- d. Public Relations Director report – Liz
- i. Nicole and Liz have worked out position descriptions for the PR and Communications directors and sent to Carmen for review. Carmen provided her approval of the descriptions. It is important to remember that PR will be focused on external customers and Communication with members (internal).
 - ii. Liz is looking for volunteers for the Northern Green Expo and High School STEM fairs (Science, Technology, Engineering, and Math). She circulated a sign-up sheet with dates and times that volunteers are needed.
 - iii. Liz received a phone call from Bryan Goff at the Minnesota Association of Professional Landscape Designers inquiring if we are interested in co-hosting an event at Northern Green Expo. Perhaps the chapter is interested in doing this next year.
 - iv. Other conferences/expos coming up in the near future include Wild Ones, Bachmans, and Hedberg. We'll need volunteers for these events. If interested, talk with Liz. Liz will provide dates by which we need to commit for the various events.
- e. Communications Director report – Nicole
- i. Nicole would like to create a more robust newsletter. There are several free programs available, such as Mailchimp, which could also provide tracking metrics with their service.
 - ii. Kathy reminded us that all business aspects of our organization are tied together and HTML based. It would be difficult to separate the newsletter from the other tasks. Nicole will test out MailChimp and Constant Contact by creating an e-newsletter. Kathy will continue to use our current format until Nicole is ready to go live. Nicole will provide us with an update at the February meeting.
- f. Awards and Banquet co-director's report – Jodi and Emily
- i. Feb 24 is the deadline for submissions. Colorado chapter will jury the awards.
 - ii. Emily working on printing options for invitations.
 - iii. Last year, programs or table tents weren't provided. The budget this year will allow for these items
 - iv. Kudos to Kathy was given for compiling a reference document for contacts/process for the awards and banquet.
 - v. There is an unforeseen overage in the food and beverage budget for the awards banquet
 - 1. The estimate for 200 people is \$11,300 (\$3800 over the budget).
 - a. This is due to a \$1500 china fee at the CHS Field venue and cost of appetizers. This overage is exclusive of table wine which would be an additional \$1928.
 - b. Jody and Emily made a request to increase the budget by \$3800 to cover the china fee and appetizers.
 - c. After additional discussion, Jody made a motion to increase the budget to \$14,000 in order to cover the china fee, cost of appetizers, and provide table wine during dinner. Emily seconded the motion, and the motion was approved.



Adjourned at 5:53 p.m.

NEXT MEETING

The next meeting will be held on Thursday, February 2nd from 4:30 - 6:30 p.m. IMS AIA Board Room.