



AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS
MINNESOTA CHAPTER (ASLA-MN)
Executive Committee Meeting Minutes
Thursday, February 2, 2017, 4:30 - 6:30 p.m.
International Market Square, AIA Board Room, Minneapolis

ExCom Members Present:

Carmen Simonet
David Motzenbecker
Gina Bonsignore
Ellen Stewart
Chris Behringer
Jodi Refsland
Emily Neuenschwander
Nicole Peterson
Mitch Workmon
Jake Coryell
Liz Hixson

ExCom Members Absent:

Bryan Murphy
Jody Rader

Others Present:

Kathy Aro

CALL TO ORDER

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

MINUTES

The minutes of the January 5, 2017 Executive Committee meeting were reviewed. Carmen shared that since the _SCAPE Editor attends Executive Committee meetings quarterly Madeline Peck should not have been listed on the list of absentees. Ellen pointed out that the _SCAPE Editor is not technically a member of the ExCom. In section three of the Education Director's report, the name "Sheryl" should be Sheri and her last name is Brezinka. Ellen motioned to approve the minutes as amended with these corrections. Chris seconded the motion, and the motion passed.

Ellen asked that meeting minutes include a line that wraps up each report – either an action item or summary of completion. Carmen added that she would like all to present their reports in a similar manner.

REPORTS

1. President's report – Carmen
 - a. _SCAPE editor Madeline Peck has assembled the 2016-17 winter issue of _SCAPE and is asking for edits by Monday, February 6.
 - b. Bruce Chamberlain submitted an application for Fellowship. Results will likely be known mid-April.
 - c. The committee that was charged with reviewing the terms of the contract with ASLA-MN's Executive Director has met once and will reconvene. Next steps: finish updating the management services agreement for review and approval at next executive committee meeting.
 - d. Those in attendance responded affirmatively when asked by Carmen if they liked starting the Executive Committee meetings at 4:30 p.m. rather than 4:00 p.m. Gina motioned to approve 4:30 p.m. as the starting time for ASLA-MN Executive Committee meetings,

David seconded the motion, and the motion passed.

2. Past President's Report - Gina
 - a. Kathy and Gina had a conference call with a lobbyist who is willing to work with ASLA-MN on holding an Advocacy Day pro-bono. She and her team can help with logistical issues such as scheduling attendee appointments with legislators and securing a speaker. The possibility of getting the lobbyist in front of the group in exchange for her help (e.g. saying a few words at the education conference for example) was discussed, but it's not a deal breaker. Attendees would leave copies of _SCAPE with those they meet with. Liz will be brought into the discussion to assist with PR efforts. Given peoples' busy schedules, a half-day program should be sufficient. We are looking at mid-March. The week of March 13 might be good given the dates of other activities in the ASLA-MN queue. Next steps: Kathy will check with the lobbyist for room availability and then work with Gina to secure a date. Kathy shared that the lobbyist would want ASLA-MN to formulate a "point of view" (explain how the profession brings value to the state). The lobbyist also shared that that an effective advocacy plan requires an ongoing presence rather than one-up efforts. Coordinate with Mitch on PDH opportunity, and with Nicole to get the word out in e-newsletter.
3. President Elect's report – David
 - a. David asked the group if there would be interest in working with the Minneapolis Parks Foundation (MPF) to co-sponsor an event featuring journalist and author Florence Williams. Florence wrote the book "The Nature Fix" in which she examines how spending time in natural surroundings contributes to improved physical and emotional health. MPF usually has financial resources available to assist with speaker expenses such as hotel and air travel. ASLA-MN would contribute to an honorarium which would run around \$1,000. David is acquainted with Jean Larson who manages the Nature-Based Therapeutic (NBT) services at the Minnesota Landscape Arboretum and is the faculty lead at the UMN Center for Spirituality and Healing in nature-based therapeutics. Holding the program, or portion of it, at the arboretum has been discussed. The event might be a good opportunity to drive public awareness of the landscape architecture profession. PR efforts might include complimentary initiatives such as articles in newspapers. Ellen motioned to approve \$1000 from the \$5000 new initiatives budget for use in co-sponsoring an education program with Florence Williams. Chris seconded the motion, and the motion passed. David will begin working on details. Gina asked David to provide Florence Williams' bio to the ExCom to review.
4. Secretary's Report – Bryan Murphy
 - a. Bryan wasn't able to attend today's meeting. No report.
5. Treasurer's report – Chris
 - a. Chris shared the current bank balance.
 - b. Chris attempted to review changes to the budget that she and Kathy made earlier in the day but the photocopies were incomplete. Kathy will provide a few years' history of the year-end budgets to the ExCom via e-mail, and the 2016-17 budget will be reviewed again at next month's meeting.
 - c. Chris reported that she researched both Elsie's and Red Stag for the Sponsor Appreciation Breakfast. Those in attendance preferred Red Stag even though the price is slightly higher. It was also agreed that the event should be held when ASLA-MN slows

down, e.g. May or June. Ideally, all members of the Executive Committee should attend, but minimally the officers. Chris is estimating attendance at approximately 30 people. Out-of-state sponsors are unlikely to attend given travel issues. ASLA-MN can share notice of the meeting at upcoming events such as bowling. Kathy will provide an updated list of sponsors once they are confirmed.

6. Trustees Report – Ellen
 - a. National has been quiet.
 - b. National’s staff has moved back to its office after its remodeling efforts.
 - c. The deadline to submit presentations for ASLA’s 2017 annual meeting was yesterday, February 1.
7. Executive Director’s report – Kathy
 - a. Kathy stated that unless there were any objections, March 24 will be the date for bowling. The venue has availability. No objections were raised. Jake shared that planning has begun. Event goals include making it more of a social. Volunteers needed include an emcee and two scorekeepers. Liz indicated Anova contacted her and asked if they could hold a post-event social. Gina reminded all that sponsors are welcome to do anything on their own time but the chapter will only promote their initiatives if they work through the chapter’s sponsorship channels. Nicole will prepare a write-up for the e-newsletter asking for an emcee and two scorekeepers. Liz will respond to Anova reminding them of the rules.
 - b. Kathy passed out a recap of her hours for the last six months. Her agreement with ASLA-MN is quarter-time (520 hours) a year. She has reached close to 520 hours in six months and she is just about out of hours. Kathy also provided a handout that identified several initiatives the chapter developed over the years that contributed to the increase in hours. Kathy shared that with a few exceptions, most activities by themselves don’t take a tremendous amount of time. ASLA-MN is simply a very active and diverse group with many different initiatives.
8. Directors Reports
 - a. Co-Directors of Awards and Banquet report – Jody and Emily
 - i. An e-blast was sent promoting awards submissions and nominations.
 - ii. Jodi is in the process of purchasing the Lob Pine Award.
 - iii. The invitation is in the works. It will print two-color on 100% recycled paper. The cost will run around \$1100 which will leave a bit of a cushion for other things such as onsite programs. The printer, Flaire Printing, has been very helpful. Kathy will get the mailing list when it is time to print.
 - b. Director of Communications report – Nicole
 - i. Nicole would like to generate the e-newsletter using MailChimp. She hopes to have a proof at the next meeting.
 - ii. She has revived the chapter’s Instagram account.
 - iii. She is utilizing Hootsuite to push out social media blasts. The platform allows for simultaneous postings to Facebook, LinkedIn, InstaGram, and Twitter.
 - iv. ASLA is managing a program that allows chapters to “take over” its Instagram page for a limited amount of time. She is trying to get ASLA-MN on its calendar for late April or early May.
 - c. Director of Education – Mitch

- i. The LARE Review went very well. Approximately 25 people were in attendance.
 - ii. Mitch has a committee helping him with the education conference. Three speakers are confirmed. Food at CHI is a little more expensive than last year. Mitch asked under what conditions changes to his budget should be brought to the ExCom and Gina suggested that if expenses deviated by more than 5%, he can bring it to the ExCom. Otherwise, it's not necessary. Carmen asked Mitch to work with PR Director Liz Hixson to help promote the event to related audiences such as AIA, USGBC, MNLA, and possibly to external audiences that may have an interest in the subject matter.
- d. Director of Programs report – Jake
- i. The owner of Urban Forage is a little frustrated that ASLA-MN moved its holiday social from his venue, but he'd still like to have us meet at his bar. He is currently remodeling. It was suggested that since it has a nice outdoor space, ASLA-MN could meet there in the summer after remodeling is complete. Carmen suggested that Jake convey to the owner that the chapter is very interested in meeting there at some point and to keep the dialogue open and positive.
 - ii. Nicole brought up the idea of a tour of Target's rooftop and possibly combining it in some way with a social at Urban Forage or even the program with Florence Williams.
 - iii. Plans for bowling games and prizes are underway as reported above.
- e. Director of Public Relations– Liz
- i. Working on plan to setup goals for publicity awards.
 - ii. Directors were reminded to get their event info to Liz so that she can publicize it.
 - iii. WILA-MN has coordinated PARK(ing) Day for several years. PR is developing a plan to garner more participation with a competition. A number of partners were suggested including: MNLA nurseries and contractors since its members have access to materials that are often needed for the design of the space, the Downtown Council they've had great success with its Skyway Open, and Juxtaposition Arts in Minneapolis and Urban Roots in St. Paul to involve kids. Since the event has always taken place in Minneapolis, holding it in St. Paul this year might be a good idea. PARK(ing) Day takes place the third Friday of September. In 2017 this is September 15. Planning should begin in early summer. Liz asked what department the event falls under. Carmen confirmed the purpose is to gain exposure to external audiences so it falls under PR but it is also a membership activity. Carmen encouraged Liz to work as a team with the directors of communications and programs to develop the competition and to get volunteers involved.
- f. Student Chapter Liaison – Jody
- i. Jody was not able to attend tonight's meeting but she sent a report to Carmen which Carmen shared with the group.
 - ii. A small group of student chapter officers met, most are in Europe. Discussions are taking place about holding a portfolio review, a professional practice review, and an outdoor sketching event.



- iii. Jody has been working with Mitch on student awards. They are in the process of securing a jury. Six people are needed.
- iv. Student Chapter President Kevin Tousignant is visiting studios encouraging students to become members. There is confusion about how student chapter membership works. Gina suggested that it might be more impactful if Full Members of ASLA visit with students. Kathy shared that Matt Rentsch developed a flyer explaining student membership a while ago. She will forward a copy to relevant parties. It will likely need to be updated since national imposed changes to student membership in the last year or so.
- v. Next steps: Ellen check with national on student membership fees and will follow-up with Jody.

NEW BUSINESS

Ellen shared that national is directing chapters to revise their bylaws to align with a new model it recently developed. Chris noted that a sponsor is needed to propose bylaw amendments. Ellen said she will serve as the sponsor. The chapter Secretary is one of three Full or Associate Members who sit on the Constitution and Bylaws Committee.

ADJOURNMENT

David motioned to adjourn the meeting at 6:14 p.m. Jake seconded the motion, and the motion passed.

NEXT MEETING

The next meeting will be held on Thursday, March 2 from 4:30 - 6:30 p.m. at IMS in the AIA Board Room.