



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

Executive Committee Meeting Minutes

Thursday, March 2, 2017, 4:30 – 6:30 p.m.

International Market Square, AIA Board Room, Minneapolis

ExCom Members Present:

Carmen Simonet
Gina Bonsignore
Bryan Murphy
Kathy Aro
Mitch Workmon
Liz Hixson
Jody Rader
Nicole Peterson
Jodi Refsland
Emily Neuenschwander
Chris Behringer
Maddie Peck

ExCom Members Absent:

Ellen Stewart
David Motzenbecker
Jake Coryell

Others:

Kathy Aro

President Carmen Simonet called the meeting to order at 4:35 p.m.

_Scape Editor - Maddie

The current issue of _Scape has been sent to the printer. Of the 950 printed copies of the publication, 751 will be mailed on Monday. Maddie will get one box of the publication and extra copies will go to AIA office. This year, we added Civil Engineers and students to the distribution list.

The Spring issue will come up very quickly. The next call for entries was emailed to Kathy and Nicole. Chris requested to be copied on the call for entries since she is on the editorial staff for proofing.

Update of the Executive Director's contract

Carmen reported the executive director's contract agreement for management services and compensation has not changed since the initial hire in 2009. A committee was formed to review the position and the proposed updated agreement was distributed to the executive committee for review prior to today's meeting.

The description of services was cleaned up and a number of duties were eliminated. The current annual agreement is \$15,000 for 520 hours (about 10 hours per week). The committee is proposing to increase it to \$18,000 for 604 hours (on average 12 hours per week). This agreement would begin in March 2017 following approval by the executive committee. In addition, Carmen proposed ASLA-MN also give the executive director a \$500 bonus so that the \$18,000 rate would begin in January.

Chris made a motion to approve the contract agreement, updated position description (Exhibit A), pay increase, and bonus. Liz seconds motion. There was no further discussion. Motion approved.



APPROVE Meeting Minutes

Chris makes motion to Approve Minutes with noted changes
Mitch seconded
Motion passed

Presidents report – Carmen

Sheri Hansen is the new director of communications at AIA MN. She contacted ASLA-MN to inform us that they received a grant to do research on sustainable regional development. They are seeking the input of landscape architects and want to conduct a focus group with members of ASLA-MN. The focus group would meet at the AIA office over the lunch hour. The executive committee suggested a number of landscape architects to represent the various areas of work including parks, government agencies, and private offices. Liz offered to post on social media and Chris offered to call people. Carmen will follow-up with Sheri and others.

Treasurer's report – Chris

Currently, our balance is \$74,196.40

Chris presented the budget as reviewed and discussed at previous meetings. Chris would like to stress that the budget from previous years is set. At any point in the current year, there will be a different balance to the budget.

Gina makes motion to approve the budget

Chris seconded

No discussion

Motion carried

Chris needs to verify with Andrew at Red Stag for the Sponsor's breakfast

Ex Director's report – Kathy

Kathy has attended to all the business she had on her list over the past month

Secretary

Bryan needs to verify our account is up to date with the Secretary of State

The secretary needs to coordinate archiving board materials. Everyone should provide the secretary with their materials at the end of the year. In the past, Hightail was set up and everyone had access. However, Hightail changed the nature of how it works by moving away from this concept to a collaboration (spaces) concept. We now have an account with Dropbox. Kathy is working on providing access to everyone for ease of use.

Past President – Gina

Advocacy Day is March 13th from 12:00 to 5:00. The goal of the afternoon is to connect with our legislators, introduce ourselves, and discuss issues/bills we have of interest. So far, there are four people signed up for the event. Our focus talking points include Infrastructure and the role of Landscape Architects. Some of the good things to focus on are Complete Streets, community economics, mobility, and active living. Threats to the profession that we should discuss with legislators include bill for no amenity enhancements to transportation



Gina will put together a 'Role of LA's' cutsheet with notable projects. Craig Churchward will help with materials. We will need a one pager on Economic vitality. National has some good materials that we could use.

For those participating, they should get to the site around noon. There will be a box lunch provided. Participants will get coaching on how to engage with their legislators.

Funding for parks (DNR for instance...day pass going up \$1 and annual pass going up \$5) is not keeping up with departments budgets

Future President's Report – David (Absent)

Trustee Report – Ellen (Absent)

University Liaison - Jody Rader

We will be able to send two students to national conference. National will cover registration, but MN ASLA will cover travel expenses. Kevin T was looking to gauge interest of the students. Jody set deadline of March 17th for interest

April 21st is the date for the students portfolio review which is the same day as our banquet Jury selection for student awards has been completed. Five of the six jurors have been confirmed.

WildOnes was a great conference. Content was outstanding. Our promotional materials were distributed from our booth.

Education – Mitch

We have nearly a full schedule for Education Session speakers including:

Brian C. Lee Jr. – Design for Justice and Keynote Speaker

Bruce Lemke – Ethics (last year there was not time for questions/discussion). Make sure there is time for this with every presentation

Joy Marsh Stevens – ReCAST Minneapolis
Step-up program

Regina Flanagan – Light rail equity discussion

Kristine Miller – Should be on agenda for green corridor

We need a keynote speaker for the banquet yet. Kristine Miller and Erin Murphy (running for governor) were some suggestions for Mitch/Jodi/Emily to follow up with.

Mitch commented it was \$1100 more this year for breakfast and lunch. There is nothing we can really do at this point but if we get a few more people to register this year, we should be o.k. on the budget.

Public relations – Liz

Public awareness summit

A full day volunteer is needed at Bachman's later in March. This event is a little more difficult to split up the volunteer shift for this event because of the distance to the event. Design build would be a good way to fill this position. Biota. Southview (Meg), Phillips garden are some suggestions.

Liz mentioned the next two months are busy with PR and events including lining up for STEM fair and World landscape architecture month.

Liz questioned if we were going to do a summer picnic again this year? It was suggested that Jake



should lead this

Liz questioned if there were any ideas for giveaways at expos. Some suggestions include a business card holder, tote, or travel mug. One thing Liz should keep in mind is the weight of items that you would have to carry to events.

A youth job expo is being held on March 9th at Oxford Community Center. Bianca Paz will be attending

Communications - Nicole

Nicole shared that the Public Awareness Summit was fantastic. It was helpful for Nicole to see the perspective of how the entire ASLA structure works from national to the local level. Nicole learned how to make better use of press releases, email blasts, and analytics. She also noted that it was interesting to learn what challenges other chapters are having. There was three national staff at the conference which was helpful to bounce ideas off, and get feedback from.

Nicole has access to National Instagram account on May 5th. She mentioned that it would be nice to get photos of local firms work and our vibrant social scene to post on May 5th. This will allow MN ALSA to reach a broader audience.

Nicole created a mock up newsletter within three hours and met with Kathy to discuss the possibility of using the new format. Distribution would be easy with Mail chimp which has its own opt in/opt out feature but would be independent of ASLA MN service and database that Kathy uses. Jody may know of a service that could merge the database. It was determined that Nicole would share a newsletter mockup with the board after the banquet.

Events/Programs – Jake Coryell (Absent)

Jake was absent, his report was included in the agenda.

Jody Refsland

Environmental awareness isn't on the list of service awards anymore but we have added support of the Emerging Leader award. Over the next month, we should develop a list of nominees for the Emerging Leader award.

There were 46 award submissions this year

Jody asked for photos to be submitted for the Awards Banquet slideshow

Invites for the Awards Banquet will be mailed this week

Jody checked in on the venue today and everything is on track for the event

NEXT MEETING

The next meeting will be held on Thursday, April 6th from 4:30 - 6:30 p.m. at AIA offices

Ellen made a motion to adjourn, Gina seconded motion to adjourn. Adjourned at 6:48 p.m.