



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

**Executive Committee Meeting Minutes**

Thursday, April 6, 2017, 4:30 - 6:30 p.m.

International Market Square, AIA Board Room, Minneapolis

**ExCom Members Present:**

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

**ExCom Members Absent:**

Jake Coryell  
Maddie Peck

**Others:**

Kathy Aro

President Carmen Simonet called the April 6<sup>th</sup> meeting to order at 4:30 p.m.

**APPROVE Meeting Minutes:**

Chris made motion to approve the minutes with noted changes, David seconded, Motion carried

**PRESIDENT'S REPORT – Carmen**

Carmen attended the incoming student open house hosted by Damon Farber office. At the open house, Carmen spoke with many of the incoming students and shared information about ASLA-MN. One of the students expressed interest in our advocacy program and writing for \_Scape. **Carmen will send the student contact info to Jody Rader.**

Carmen reported there are numerous links on the COW webpage that need to be fixed. **Kathy is working on this.**

**FUTURE PRESIDENT'S REPORT – David**

David reported the Bowling event was fun

David provided a report on Advocacy Day. There was great training from the paid lobbyists. The volunteers talked with their legislators and had good contact with their contacts. David commented this was one of best organized and planned lobby days he has been to. Carmen inquired if anyone knew someone with an interest in advocacy to fill our Government Affairs position. **Nicole indicated she would draft some information to post on our social media outlets.**

**TREASURER'S REPORT – Chris**

We have a balance of \$86,568.81



The big expenses coming up include the Banquet and \_Scape

Our accountant is finalizing our taxes for filing.

### **SECRETARY'S REPORT – Bryan**

Bryan confirmed our registration with the Secretary of State is up to date. It won't need to be renewed until December 31, 2018

### **TRUSTEE'S REPORT – Ellen**

There isn't any new information at the moment.

Early bird registration has been extended for the Greater and Greener conference until April 7<sup>th</sup>. The conference is July 29 – August 2. Ellen suggested promoting the conference on social media. **Nicole indicated she will get this in Hootsuite.**

### **PAST PRESIDENT'S REPORT – Gina**

Gina noted we will have a monthly ½ hour conference call to keep the discussion current on legislative issues. We'll have a conference call at 1:00 p.m. Friday April 14<sup>th</sup>. **Nicole will set up conference call via GoTo meeting.**

### **AWARDS – Emily and Jodi**

There are two nominees for the HWS Cleveland award: Liz Hixson and Amber Hill. Both have been nominated for their contributions to ASLA-MN and leadership potential. Liz excused herself from the meeting so that the Executive Committee could discuss the nominees.

A vote was held to determine the recipient of the HWS Cleveland Award. Liz Hixson received a majority vote for the award.

Robert Engstrom has been nominated for the Community Design Excellence award. This award is for those that are not a licensed Landscape Architect, but recognize and promote the value of urban design and excellence of enhancing Minnesota cities. Robert's residential development, Wildflower in Lake Elmo is a conservation development and supports his nomination through the use of healthy living principles.

There was question whether Robert had received a similar award in the past. **Kathy will review our past award recipients and verify whether Robert has received a similar award from us.**

Gina made a motion to vote on approval of Bob Engstrom for the Community Design Excellence Service Award unless he has received a similar award in the past from us. David seconded the motion. Motion was approved

A list was passed around to add the names of volunteers that should be recognized for their contributions to the organization.

Jodi asked the board to email her notable achievements of firms and asked to submit photos to Drop Box.

ASLA-MN will have our own table at the event this year. We will be able to use this to get people to sign up to help out with future Jury's, other events, or further interest in the organization. **Liz and Jodi will work out details of staffing the table.**



Former Minneapolis Mayor RT Rybak will be the keynote speaker at the awards banquet.

The jury from the Colorado chapter may not meet until April 14<sup>th</sup> so we may not get our Award results until the following week. They will transmit the results immediately.

Chris Deguff will be the photographer for the banquet. We have asked him to capture more candid moments at the banquet. It was suggested the award photos could happen after the banquet instead of during the presentation.

Peggy Lynch was awarded the Theodore Wirth Award for Excellence in Parks.

Kudos was given to Kathy for typing up the awards process. Carmen asked that this document be archived and uploaded to google docs so that everyone involved in the awards banquet can access it.

### **EDUCATION – Mitch**

Mitch is working with the speakers to get titles, bios, headshots for the education session.

Max Dixon, a student from the U of M, is helping with name tags and certificates for the program.

There are currently 46 people registered for the education session and 26 people registered for the banquet

Gina suggested we go through the latest edition of *\_Scape* and call members to invite them to the education session and banquet. **Mitch will break up the members list and assign to board to call.**

Kathy put out a request for and received a sponsor for Bryan Lee's travel.

### **PUBLIC RELATIONS – Liz**

April is World Landscape Architecture month. Liz handed out cards that we should use in a photo to promote the profession of Landscape Architecture.

Liz ordered a mug and business card holder promotional items.

In early May, we will have access to the ASLA National Instagram account and will use it to post our awards photos

### **COMMUNICATIONS – Nicole**

Sheri Hansen is the new Communications Director for AIA-MN. The AIA-MN organization received a McKnight foundation grant to promote sustainable development. Sheri requested 4-12 people to meet at the end of the month at the AIA offices. Andrea Weber, Brad Aldrich, and Gina attended and were asked a series of questions. After the event, Nicole received feedback about why the AIA was leading regional Development and ASLA-MN wasn't? AIA-MN submitted the grant application but this may be something we would want to pursue in the future since we are tasked with Advocacy for the profession.

### **EVENTS – Jake (absent)**

David mentioned that he is going to put together a one pager to get people interested in Parking Day in the North Loop. **David can look into permits with Minneapolis City Hall.**

It was mentioned that Can Can Wonderland would be a great place to have a family event. CCW has spaces



you can reserve and may be a good idea for our picnic.

### **UNIVERSITY LIASON – Jody**

The jury for the student awards took the task very seriously this year. There will be three student awards this year. 1 honor award and 2 merit awards.

Jody sent out request for volunteers for the banquet and got more responses from the undergraduate program students than she has in the past. This will be good for the students' future connections. Liz indicated she found a pdf that lists the benefits of being a student member that she could pass on. **Jody will follow up with Liz to get communication materials sent out to students to promote membership.**

Carmen noted that Bria Fast is very interested in participating in ASLA-MN. She is a writer and plans to submit a proposal for the upcoming \_Scape. **Jody indicated she will follow up with Bria.**

### **EXECUTIVE DIRECTOR – Kathy**

Kathy has touched base with all of last year's sponsors for the banquet.

Kathy mentioned that we usually have \$25k – \$30k in rolling bills and suggested we look into investing some of the excess money we have in our account. Kathy indicated CDs can be a good option for investing.

She suggested we establish a baseline of what we spend so we can know how much we can invest. Chris will work out a plan and provide us with a proposal.

David inquired if there was a way to split off a 'foundation' as a way to help cover grants, scholarships. Etc. It was noted that a foundation is usually set up to receive donations.

### **NEXT MEETING**

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

David makes a motion to adjourn, Ellen second, Meeting adjourned at 6:14 p.m.