



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

Executive Committee Meeting Minutes

Thursday, May 4, 2016, 4:30 – 6:30 p.m.

International Market Square, AIA Board Room, Minneapolis

ExCom Members Present:

Carmen Simonet
Bryan Murphy
Mitch Workmon
Liz Hixson
Nicole Peterson
Emily Neuenschwander
Chris Behringer
Jake Coryell
Ellen Stewart
David Motzenbecker

ExCom Members Absent:

Gina Bonsignore
Jody Rader
Jodi Refsland

Others Present:

Kathy Aro

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

APPROVE Meeting Minutes:

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

PRESIDENT'S REPORT – Carmen

Carmen, David, and Ellen were recently in Washington D.C. for the Chapter Presidents Council (CPC), Board of Trustees (BOT), and Advocacy Day meetings. They reported on their respective work in Washington D.C.

Advocacy Day reported by David – The purpose of Advocacy Day is to build relationships with legislators and encourage support for our profession and the work we do including green infrastructure, parks, active and healthy living, complete streets, etc. This year, they met with Franken's staff and our message really seemed to resonate with the Senator's staff. Carmen noted they also met with staff for McCollum, Ellison, and Klobuchar. All the meetings went well with the staff fully engaged and interested in learning about landscape architecture.

Carmen nominated Leslie Johnson for her contributions to ASLA advocacy work in 2016 and she won the Rising Star award – handed out at the meeting. Leslie attended last year's Advocacy Day in DC, helped coordinate a tour with Keith Ellison, and followed up with an article on the site and tour for _Scape.

David shared some 'lessons learned' from Advocacy Day training.

Carmen asked David to write a summary for the June newsletter about training to help membership be persuasive with our work.

Board of Trustees (BOT) voted for Communications, Government Affairs, and Education Vice Presidents. Nominees gave speeches and BOT had opportunity to ask questions of them in small groups.



Speeches were also given by President-elect nominees Shawn Kelly and Bob Golde. the voting will be by the whole membership. You will be receiving a ballot in the mail or email. Vote by June 2.

Non-voting members of the board of trustees includes a new position this year. National Associate Representative Carlos Flores. He joins Joni Emmons as the National Student Representative. Both of those positions are have a national presence. Nominations for them come from chapters. We can nominate people for positions from our Chapter and should keep that in mind.

Carmen noted the Advocacy summit will be held in Milwaukee this year September 8 - 10th. We can nominate someone to attend – ideally our advocacy chair. ASLA pays for this.

PAST PRESIDENT’S REPORT – Gina (absent)

TREASURER’S REPORT - Chris

We have a \$107,147.00 account balance.

Our taxes have been completed and Chris will get those in the mail. This year, we owe \$1736 to Federal and \$1250 to the State of MN. There is a \$350 fee we pay for preparer, \$3336 Total

Chris has an appointment with a financial planner to get some ideas for investing and will provide a report to the board at a later date.

Chris sent out doodle poll for vendor breakfast for officers and vendors. If Directors (especially PR, events, etc.) would like to attend, they should feel free to attend. Add Jake and PR to invites. At breakfast, we should talk about effectiveness of vendors at events (instead of people just walking past table).

Chris reminded us that when we submit expenses, the reimbursement request needs to be submitted with invoices. This is in the COW on our website under polices.

Kathy would like to make a request for quickbooks Classes feature. Carmen indicated Kathy should just go ahead and take care of that. Our subscription should be converted over to the cloud. **Kathy or Chris will update our subscription to the cloud.**

SECRETARY’S REPORT – Bryan

Carmen added the subject of elections to the agenda. This year, the elections will include:

- President elect**
- Co director of awards (Chris Sticha is potential nominee)**
- Treasurer**
- Trustee**
- Public Relations**

Chris provided the following dates as a reference:

- May 22 Call for Nominations (150 days prior to annual meeting)
- June 27 Prepare slate (30 days to prior)
- July 24 Approve slate (90 days prior)
- August 28 Online voting (60 days prior)
- September 25 Notification (30 days prior)
- October 21-24 Annual meeting

Nicole can post notification that elections are coming up. **Bryan should run draft by Carmen or David.**



EXECUTIVE DIRECTOR'S REPORT – Kathy

Nothing to report

DIRECTOR OF PUBLIC RELATIONS REPORT – Liz

Liz expressed her appreciation for the award of the HWS Cleveland award

Tomorrow (May 5) we will have access to the ASLA national Instagram account. We will be posting Photos that were submitted for award nominations. Submissions were accompanied by a release form when they were submitted. Liz encouraged us to 'like' the images when they are posted. Carmen asked Liz to send text to Kathy for an email blast message.

Liz reported that we are missing one of our vertical banners. She has checked around. Liz will order a new one.

Liz is working with Jodi to get the necessary files to complete the awards write-ups for SCAPE. David will provide his script for a summary.

Liz received email from Perkins and Will (Jon Slack) on how they can help with Parking Day. Liz will follow up with David. David plans to find out if we get parking spaces in front of a food establishment, if they can vend items in the space. Stantec helped with permitting last year. **Liz will reach out to Stantec to see if they can help again.** Liz mentioned our sponsors breakfast is coming up and we could use that event to see if there are amenities the vendors can provide for Parking Day. It was suggested it may be worthwhile to partner with non-allied companies as well.

DIRECTOR OF COMMUNICATIONS REPORT – Nicole

Our adobe cloud account as expired. It doesn't appear that anyone uses it anymore. We will plan to leave the account off until it is needed again.

Carmen learned at the CPC, a number of chapters use MailChimp and have not had conflicts when updating the chapter list from ASLA's database. MailChimp retains info added, such as a request to opt out. Kathy pointed out she has more concerns than just the database and will follow up with Nicole and Carmen on this issue.

Carmen reminded Nicole that the Director of Communications oversees the production of _Scape and should check-in periodically with Maddie to see how she's doing.

STUDENT CHAPTER LIASON'S REPORT – Jody (Absent)

DIRECTOR OF PROGRAMS REPORT – Jake

Jake reported that we have had good turnout for the sketch crawl events the past couple months even though weather hasn't been ideal. There has been a balance of students and professionals. Aubrey Tyler (a student) has been helping Jake with events.

The next Sketch Crawl is May 24 at Mill City Museum plaza space and will continue on a monthly basis. Jake also commented that as weather improves, hopefully attendance will too. This is a great way to connect experienced professionals and students/younger professionals. Jake asked that we forward to him names of people that are good at sketching that could help lead an event. Jim Robbins, Paul Damon, Gina, and Carmen were mentioned. Tom Oslund has also expressed interest.



Sketch Crawls have been promoted on Facebook and Twitter account. It would be nice to post what people are drawing. There were 561 people that saw our last Sketch Crawl post.

Feedback from participants has been good.

DIRECTORS OF AWARDS AND BANQUET REPORT- Emily

Emily and Jodi will do a more substantial debrief later but opened the meeting for discussion. Feedback included:

- The venue was great and was a well-planned event.
- The bar didn't stock enough Sauvignon Blanc because it was being held to serve for dinner. There was just one pour with dinner and was suggested to have more wine with dinner.
- It would be good to start dinner earlier so people aren't eating during keynote speaker.
- People's choice should be located closer to bar
- The shoutout wall was good, but difficult to get to and David needed to give a little direction to some about what to do.
- One attendee indicated it would be nice if the award winners were notified before the banquet so they could invite family/colleagues. It was noted, other chapters don't notify winners before banquet.
- Photographer was great

Photos are currently being processed and should be available in the next couple weeks.

DIRECTOR OF EDUCATION'S REPORT – Mitch

There were a lot of good comments about education and there will be a more substantial debrief on Wednesday May 10th 6:00 p.m. at Insight Brewery. Mitch asked to share any big feedback items with him prior to the debrief.

Some feedback about the event includes:

- There were 30 more people than normal (132)
- It was helpful for the board to make phone calls to membership about registering for the education session
- Metric Giles arrived early for the education session and commented on more than one occasion that he was happy he was invited to speak at the event.
- It was good to post the presentation slides immediately after the conference
- Some vendors set up for education session but left for dinner. In the future, it may be worth just having them there for the education and awards banquet

Carmen commented on a unique education session that the Michigan chapter does. Dubbed the LA Ride, they explore a different community each year by bicycle and have presentations held at the sites they visit. This year it will be in Detroit. It's an idea ASLA-MN could use for a fun summertime education offering possibly just visiting one site with a speaker.

NEXT MEETING

The next meeting will be held on Thursday, June 1st from 4:30 - 6:30 p.m. at AIA offices

David made a motion to adjourn, Chris seconded motion to adjourn. Adjourned at 6:18 p.m.