

FEBRUARY 2018 **MEETING MINUTES**
Iowa Chapter ASLA
Regular Executive Committee Meeting
February 23, 2018

MEETING LOCATION: RDG Gallery, Des Moines, IA

PRESENT: **PRESIDENT** *Bruce Niedermeyer* | **PAST-PRESIDENT** *Josh Shields* | **PRESIDENT-ELECT** *Keith Billick* | **SECRETARY** *Lara Guldenpfennig* | **TREASURER** *Eric Doll* | **MEMBER-AT-LARGE** *Hans Klein-Hewett* | **ASSOCIATE MEMBER-AT-LARGE** *Sara Davids* | **ASSOCIATION MANAGER** *Kristina Sickels*

NOT PRESENT: **ISU LA DEPARTMENT CHAIR** *Carl Rogers* | **PUBLIC AWARENESS REP** *Garret Munch* | **TRUSTEE** *Pat Dunn* | **VICE PRESIDENT** *Brenda Nelson*

GUEST(S):

CALL TO ORDER: Meeting was called to order at 11:38 a.m. by President Bruce Niedermeyer.

I. MEMBER OPEN FORUM

II. OFFICER'S REPORTS

A. Secretary's Report – **Ms. Guldenpfennig**

- 1) Reviewed January Minutes; action made by Eric Doll and seconded by Keith Billick, no opposed. Motion carried.

B. Treasurer's Report – **Mr. Doll**

- 1) Increase in income from partnership program, firm listings
- 2) Can we see more detailed information for Deposits/Credits
- 3) Firm Profile discrepancy – paid in Dec 17 for this year and will catch up in Dec 18
- 4) Research with investment accounts/new advisor,
 - a. Edward Jones – low risk balance portfolio, corporate structure, not as high of a priority for them
 - b. Beacon Capital – Met with Eric to discuss strategies, personable, accommodate our needs, doing things for us as we need it done in timely manner
 - c. Both - Fees are the same 1.25% Quarterly
 - d. Both - Pursue 70% fixed income in bonds, 30% mutual funds – will align funds with our interests
 - e. Beacon - 4% growth yearly
 - i. Focus on short term bonds (2-4 years), can be swapped out based on their institution – no fees to adjust as we go. 2% maximum loss with this package
 - f. Money must be in the account for 90 days, after we can take money out/move money at no extra fee to us
 - g. Process for rolling funds is done by Beacon
 - h. Eric's recommendation is to go with Beacon
- 5) Currently \$85,000 in account, \$27,000 in investment – Transfer funds into our investment from checking.
- 6) Treasurer's Report Approval; Motion made by Josh Shields, seconded by Keith Billick, no opposed. Motion carried.
- 7) Beacon: Motion made by Josh Shields to move investment account to beacon and reevaluate as a group after 90 period to see if there are better performance opportunities, Seconded by Hans Klein-Hewitt, no opposed. Motion carried.

- 8) Funds Transfer: Motion made by Sara Davids to move \$50,000 from checking account to our new investment account, Seconded by Josh Shields, no opposed. Motion carried.
 - a. Hans concerned with conservative growth nature of low risk for the long term.

C. Trustee Update – **Mr. Dunn**

D. Association Manager Update – **Ms. Sickels**

- 1) Sending 1099 to Brice, Firm listings, legislative breakfast, save the dates for conference went out

III. ONGOING COMMITTEE / ACTIVITIES

IV. REPORTS

[EXTERNAL COMMITTEES]

A. ISU Landscape Architecture Department – **Mr. Rogers**

- 1) April 13, 2018 SSLA Awards; jurying Mid-March
- 2) Spring LA Review Days – 4/25-4/27
- 3) Students working with National for the Instagram takeover on April 14th
- 4) Continued discussion on becoming National members
- 5) Coding symposium: March 7th – 9th; Steven Irvin, Brad Cantrell, Rodney Pontif, David Fletcher, Iowa City
- 6) LABASH – Penn State University 4/4-4/7, stopping at firms on the way there and back

B. Public Relations / Public Awareness – **Mr. Munch**

- 1) WLAM – Iowa State Student Chapter Takeover on Instagram is April 14th
- 2) Cards coming in mail for picture taking
- 3) Student helping more with Spring Conference?
 - a. Ideas for helping
- 4) Awards mounted on foam core for display at Elwood Lecture, start of traveling art series

[INTERNAL COMMITTEES]

A. Spring conference – 3/26/18 to align with Elwood Lecture

- a. Awards – deadline 2/23/18, Jury: Oklahoma Chapter, will receive next week.
- b. Award Recommendations – March 18th
- c. Review Ad/Schedule
 - i. Julie's presentation: Tomorrow's Prison Landscape Today, Warden coming to her presentation as well; Update Julie's Title
 - ii. Highlight the Elwood Lecture as hosted by Iowa State, state they are free somewhere
 - iii. Fee structure – from other conferences of similar size
 - iv. Dropping student fee to \$20
- d. Misc Details: Vendor Layout/Crossword, Reception at COD prior to Lectures

B. Strategic Planning Process – folder on dropbox

- 1) 2/23 – 2/24, Gallery at RDG
- 2) Friday – 15 participants, possibly a few students
- 3) Saturday – 11 participants
- 4)

- C. Golf Outing – June 8th, Tournament Club of Iowa, Polk City
 - 1) Sara Davids to lead, Eric Doll assisting
- D. Fall Conference – 9/18/18 at Iowa Arboretum
- E. Fellows Nominations (prep for 2019) – Once logo is revealed, get through strategic planning, then we update the website to give fellows information/application and resources
- F. Newsletter – need articles from Bruce, Garret, Pat, and Josh (Strategic Planning), Receiving updated ads from sponsors, meeting with Dylan to review process and aiming to get newsletter out by end of 1st full week if possible

V. OLD BUSINESS

- A. Legislative Breakfast Recap – good turnout, great enthusiasm from Tom, Brice, and John
- B. Licensure – Josh to update website as we rebrand
- C. Central States awards – Josh still needs to hear from Michael Gaunt
- D. Check from APA – Josh is still checking on that

VI. NEW BUSINESS

- A. Design Professionals Day on the Hill – 2/27/18 with AIA
 - 1) Bruce and Eric attending
- B. Recruitment
 - 1) Increase students entering into profession, target high school students
 - 2) Recent grads from Midwest institutions to stay in the Midwest and not flee to the coasts
 - 3) Gather a list of books about LA, and distribute to students/members that they could enjoy/learn from
 - 4) Coloring pages for Kids, Community Leader Week at schools, resources available at Nationals

VII. MEETING WRAP-UP/ NEXT MEETING

- A. Schedule Next Meeting
 - 1) Next Meeting: March 23rd 11:30am, JBC Valley Junction
- B. Open Forum – All
- C. Review New Action Items

VIII. ADJOURN

- A. Motion to adjourn made by Lara Guldenpfennig, seconded by Bruce Niedermeyer; no opposed. Motion carried
- B. Meeting adjourned at 12:59 p.m.

SUBMITTED BY: Lara Guldenpfennig, Secretary