

**BOARD OF DIRECTORS WORK SESSION**

April 5, 2016  12:00-1:30 pm
AIA-SWO Octagon, 92 E. Broadway, Eugene

Present: Stan, Katie, Patrick, Kristina, Jenna, Scott, Seth (by phone/zoom)
Absent: Mark

**Memberships**

- Started wading into membership tasks with Kathy
- Affiliate Memberships: what they’re for, how they’ve been used, how to encourage
  - Individuals (not firms), local only
  - Sent 2015 renewals late in the year (October) – had 19 paid memberships at $95 each (~$1800 total)
  -Sent 2016 renewals last week (end of March) to the 19 affiliates who renewed end of 2015
    - Had one call/complaint from Cameron McCarthy about the timing
    - Planning to purge from online membership directory if not renewed by April 30, are there any carryover affiliates from CAP benefits from 2015?
  - Recruiting new Affiliate members: Stan has written a letter to send to prospective new affiliate members, each board member to send 3 names to Stan.
    - Our budget this year is based on 25 members, so we only need to add 6, but hopefully we can get more.
    - Is any warm body eligible or are there eligibility criteria/would we turn away anyone?
  - Definition of Affiliate vs. Allied Member?
    - (definition) National Allied Member: Individuals who do not hold a degree in architecture, but share an interest in the built environment as a professional colleague or enthusiast, are eligible for National Allied membership. Your membership is at the national level. For local or state membership, contact your closest component.

- Professional and Associate Members:
  - List of members that have been lapsed and no longer appear on the National roster, but have been retained on the SWO membership list => Stan and Kathy have purged at this point
  - Additional list of members who haven’t renewed as of 3/31, on proforma list, but not yet purged from web directory.

- Firm Profiles at Website
  - On our website we have firm profiles, but how do we decide who is listed?
  - Should we change this to “Firm Directory” instead of “Firm Profiles”?
  - Do firms need to pay to be listed? If they have to sign up/pay then it becomes intentional and a potential revenue-generator, but it has to be worth it to incur the additional administrative effort.
  - How to format listings? Individual member information vs. firm listings?
CoLA update

- CoLA met with the group “WE CAN” (Eliza Kashinsky) about S. Willamette, but it was somewhat derailed.
- Also Kevin (FASLA) from Texas, recently moved to Eugene, and is interested in talking about S. Willamette.
- Scheduled to meet with both at noon on 4/12 (at Octagon).
- Downtown Stakeholders Group is gearing up to strategize for council’s decision in May for the Urban Renewal District Sunset. Might be great if someone from CoLA attended DSG meetings, Fridays at 9am at Chamber of Commerce.

Design Excellence

- Need to raise $3500 for May speaker, Project for Public Spaces
- Need more volunteers
- May 9th or May 23rd