NOVEMBER 2017 EXECUTIVE COMMITTEE MEETING MINUTES
Location: The Wine Market at Fountain Square 1031 Virginia Ave Indianapolis, IN 46203
Date: Saturday November 11, 2017 8:00am-2:00pm

In Attendance: Christi, Joe, David, Eric, Kris, Tammy, Samantha, Julie, Danah, Brett, April, Katie, Bill, Adam, Catherine, Camille

Welcome and Introductions

Potential Vendors – Pass inquiries on to Monica and Christi

Approval of Minutes: October Ex Com Meeting Minutes
Motion to Pass: Julie
2nd: Kris
All Approved

OFFICER REPORTS: Review Officer Reports

Trustee’s Report-David Gorden
- ASLA focusing on emerging professionals, career discovery & diversity, and bringing LA expertise to the forefront in addressing climate change
- ASLA rebranding, consensus is new logo is ok, not very different from current logo
  o Should firms be able to use ASLA logo? Nothing resolved but lots of discussion.
- ASLA policy change on agriculture and coastal land
- New membership category for international students
- Report on National ASLA revenue
- Reach out to David if you would like any more information

President’s Report-April Westcott
- Public awareness summit review. Julie will be attending this year (2 year commitment).
- Fellows Council Nominations
- National meeting in Philadelphia PA 2018
- Career Discovery Yearbook
  o Discussion on tools for passing out to schools. Goal to put resources onto drop box for members to use.
- Interactive City Design Day, November 18th CAP Indy
- Project Lead the Way

Treasurer’s Report-Monica Guillaud
- Treasurer’s report tabled until next meeting.

Motion to approve officer reports: Bill
2nd: Julie
All Approved

STANDING COMMITTEE REPORTS: Review Committee Reports

Government Affairs- Jonathon Geels
Annual Meeting-Catherine Puckett
- Will put together a committee to help plan
- Goal to have venue and date in January
- Plan for 200 people, 18 vendors

Public Relations- Julie Barnard
- World Landscape Architecture Month in April. Goal to have social media programmed well before.
  - Ideas: Member take over for a week
  - Or themes for each week i.e. civic, residential, public, private
- New hashtag from national: #weareasl

Fellows-Katie Clark
- Last month board approved recommendation of committee to nominate 3 members to fellows
  - David Gorden
  - Kevin Osborn
  - Katie Clark

Awards Committee-Katie Clark
- Student academic awards – process starts in the beginning of the year
  - Opportunity for volunteers to be on jury

Membership- Brett Schlacter
- INASLA has about 200 members. 400 licensed in Indiana
- There is a list of members licensed in Indiana. Opportunity to recruit members
  - April: Review membership renewal email

Communications-Brett Schlacter
- Website migrated to new host in January / February
- Annual meeting photos are on Google account
  - photos.google.com
- Award videos will be uploaded on YouTube
- Brett: Add new members to INASLA Google drive

Archives-Brett Schlacter
- Goal – archive everything to Google drive
- Google drive is organized by event > year
- Documents and marketing materials are spread throughout members.
  - April: Coordinate meeting at Ball State. Will sort files stored there at that meeting.
  - Monica: Look into what records the chapter is obligated to keep.
  - Storage unit for marketing materials?
  - Scan items deemed valuable and store online

Continuing Education- Kris May
- Purdue and Ball State now CEU sponsors
- Northern Indiana hosts monthly lunch and learn
- Chapter audited two years ago, important to keep good records
  - David: Resurface continuing education article and update to today’s requirements. We will share with membership.
Emerging Professionals – Looking for new chair
  - ULI, AIA, ASLA working together for emerging professional happy hour
    o Targeting associate members

2017-2018 Committees
  - 2016-2017 committee lists passed out
  - ExCom signed up for 2017-2018 committees
  - Julie: Post committees on social media so general membership can get involved.

Brainstorm Activity Check-In

OLD BUSINESS

Lobbyist Update-David Gorden/ Bill Kincius
  - Krieg DeVault selected
  - Meeting held to strategize and create plan to move forward
  - 3 year commitment, starting with first 6 months, $2,000 per month
    o Options to funding:
      ▪ Raise Dues
      ▪ Appeal to membership
  - David motioned to approve the contract for $12,000 presented by Krieg DeVault for legal service January 1st through June 30th 2018 $12,000
  - 2nd Bill
  - All Approved
  - David: Follow up with Krieg DeVault

CLARB Model Law- David Gorden
  - National is addressing

Holiday Party –Camille Shoaf
  - Eventbrite up next week
  - RSVP by week before
  - April: Invite student chapters

What’s Out There Recap (Cultural Landscape Foundation) - David Goren, Bill Kincius, April Westcott
  - Future leverage for “What’s Out There” book - NRPA conference, bring to schools, give to senators, promote during world landscape architecture month, use book as tool

Indianapolis Historic Preservation Commission panel discussion follow-up-April Westcott
  - Moving forward look at calendar ahead of time so more time to promote

Chapter Bylaws Revision: dues update, review against National’s models –Bill Kincius
  - Bylaws reflect dollar amount for dues and are out dated
  - Review our bylaws compared to national ASLA
  - Bill: Review bylaws. Remove dollar amount so our dues are noted as a percentage of National ASLA dues.

Student Volunteer Winner Update-Bill Kincius
  - Will be going to LABASH instead of National ASLA
  - Future: we will offer registration for annual meeting or same dollar amount towards LABASH registration
and expenses.

AIA-Update Drew Braley

INPAWS-Follow-up Camille Shoaf
Katie: Talk to INPAWs award coordinator about INASLA’s Native Pollinator Award.

NEW BUSINESS

- April: Reach out to Prairie Gateway about jurying awards

Student Chapter Updates-Purdue –David Armbuster
Student Chapter Updates-Ball State- Danah Alqunfuzi
- Camille motioned to send student members to advocacy day
  - 2nd Bill
  - All approved
- David: Coordinate sending students to advocacy day

Ball State News-Joe Blalock
- Guest lecture series, Mondays at 4
- Staff change over, retirements and job postings!
- Retirement Party
  - Friday, December 1st at noon

Purdue News-Sean Rotar/ Justin Ferguson

Allied Profession Updates –“Coalition for the Built Environment” aka Justice League (Ball State CAP:INDY, AIA, ASLA, ULI, APA etc)- Drew Braley
- Collaboration opportunities

Ace Mentoring Program- David Gorden

4H – Opportunity to get involved
- Monica: Get contact information for 4H

Girl Scouts and Boy Scouts
- Currently no landscape architecture badge for girl scouts but one can be designed.
- Boy scouts have a landscape architecture badge
  - Christi: Find Boy Scout contact

Monumental Awards – Chris to spearhead effort this year

April & Monica: Review/finalize sponsorship form

Upcoming Events/Deadlines:

November 27th Jerry Van Eych, RLA @ Ball State-Monday Lecture Series
December 8th  INASLA Holiday Party Harrison Centre 15th & Delaware
December 15th  Ball State & Purdue Fall Semesters End
January 2017  Annual Chapter Report Due to National
January 8th  Ball State and Purdue Spring Semesters Begin
January 18th  ULI Breakfast Series Topic “Food Desert”
Jan. 30th – Feb. 1st  Indiana Park Association Conference, Fort Wayne
February  IMA New Fields Horticulture Symposium
April 5-7  LaBash Penn State University
April 17-20  Indiana State Preservation Conference-Columbus, IN
April 25-27  Advocacy Day-Washington DC
April 21st  Earth Day Indiana –Military Park-Indianapolis
May 5th  Ball State Commencement
May 11th  Purdue Commencement Weekend
July-August  Golf Outing
September  Annual Meeting
September 21  Parking Day
September 25-27  NRPA National Conference-Indianapolis, IN
October  Monumental Awards
October 17-18  Chapter President’s Council /Trustee Meetings-Philadelphia, PA
October 19-21  ASLA Annual Meeting –Philadelphia, PA
November  INPAWS-Indiana

GOAL DEADLINES
January 31st  Goal Venue and Date Locked-in for Annual Meeting 2018
February 28th  Goal Sponsor Thank-You Event

Chapter Goals/ Chapter Checklist
- Early deadlines
- Take advantage of lobbyist
- Outreach / Allied Professions

Meeting Close

Next Meeting: TBD

Attached:
Presidents Report
Trustee Report
Presidents Report-April Westcott

November 11, 2017

Public Relations
The 2018 Public Awareness Summit is January 5-7 in Austin, Texas at Hotel Van Zandt. ASLA will cover the cost of a plane ticket, hotel and some meals for attendees while they help plan our public awareness campaigns for the coming year. Please contact J.R. Taylor at jtaylor@asla.org for more information about the event.

Council of Fellows: The call for nominations is now open and will close on January 26, 2018. Nomination templates have been revised for the 2018 cycle to reflect criteria for each category. We are submitting 3 names this year.

Next year’s Meeting is in Philadelphia, PA. Watch for deadlines on presentations and awards for this event.

Career Discovery Yearbook. Looking for images and participation. Cultural Trail etc.

Ball State Event Next Week-From Justin Ferguson

I am looking to see if any of you, or others you know, would be able and willing to help with the session as outlined below.

The College of Architecture and Planning (CAP) at Ball State University is offering a unique architectural design experience on Saturday, November 18 titled, “Interactive City”. The hands-on design workshop will introduce Project Lead the Way students to foundational concepts of the design and build process, provide access to architecture professionals and will culminate with a finished project installed at the City Market in Indianapolis, Indiana. The students’ efforts will engage the local community in helping to activate public space and transform the downtown environment.

Interactive City Design Day – Session 1 will be held on Saturday, November 18 from 9 – 3 pm. Lunch will be provided. The result from this day will be a collaboratively designed sculptural project for the City Market area.

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>9-9:15 am</td>
<td>Introductions</td>
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<tr>
<td>9:15 – 10 am</td>
<td>Overview of the design and construction fields</td>
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<tr>
<td>10 – 10:30 am</td>
<td>Introduction to Urban Design and installation project</td>
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<tr>
<td>10:30 – 11:30 am</td>
<td>Walking Tour of installation sites and context</td>
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<tr>
<td>11:30 – 12:00</td>
<td>Lunch</td>
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<tr>
<td>12 – 2:30 pm</td>
<td>Divide into teams and start charrette</td>
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<tr>
<td>2:30 – 3 pm</td>
<td>Review team results and prioritize concepts</td>
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A second, follow-up session in which the design will be constructed and installed will be held on Saturday, April 14, 2018 from 9 – 3 pm. Both sessions will take place at CAP’s space in downtown Indianapolis, the CAP: INDY Connector, located in the Platform at 202 E. Market St., Indianapolis, IN 46204. The Platform building is attached to the west-side of the City Market, across from the City-County Building.
ASLA Board of Trustees
Annual Meeting
October 19-20, 2017   Los Angeles

Report

President's Report - Vaughn Rinner
A review of her year in office including the leadership outreach conducted by her, ASLA officers and key staff with numerous visits to chapters, student chapters and allied professionals and their meetings.

3rd Quarter Program and Operations Report - Nancy Somerville
Copy shared as part of Meeting Preview
Purpose: To provide a summary of the third quarter 2017 accomplishments across major program areas.

2018 Annual Operating Plan - Nancy Somerville and Vaughn Rinner
Copy shared as part of Meeting Preview
The Annual Operating Plan (AOP) outlines ASLA programs, their objectives, and specific goals for the coming year. The AOP responds to the board’s evaluation and ranking of strategic objectives and programs as well as the SWOT and related strategic planning discussions of the Executive Committee and senior staff.
Special Focus:
1. Emerging Professionals
2. Career Discovery and Diversity
3. Bringing LA Expertise to forefront in addressing climate change.

Highlights:
- Blue Ribbon Panel on Climate Change report release and promotion.
- Added staff position planned - state government affairs
- Career discovery resources
- Chinatown green street design development
- ASLA Center for Landscape Architecture programming
- Rebranding and messaging implementation
- LACES database upgrade
- Targeted member communications
- Restoration of remaining half of staff 401k trigger
APPROVED

2017 Finance and Investments Report - Michael O'Brien and VP Thomas Mroz
Overall revenue and expenses in line with budget
Decrease in net assets - down $1.1 million (normal for pre-annual meeting)
Revenue - $5.6 million (98% budget)
Expenses - $6.7 million (95% budget)
APPROVED
2017-2018 Operating Budget
APPROVED
2017-2018 Capital Expense Budgets -
APPROVED

Rebranding
3 Rounds of design development had been undertaken
Final design was presented. Mostly well received.

ASLA Logo use by firms discussion
Options presented for consideration by staff and leadership

Financial Training
Basic financial training session

2017 Annual Meeting - Los Angeles
5700 Advance Registered - 102% of goal.
Sold out expo floor.

Strategic Objectives
Reviewed every three years.
Approved with minor adjustments including addition of a new strategic objective:
Grow the ASLA membership and foster volunteer leadership to increase organizational capacity
and amplify the voice and influence of the profession.

Public Policy Revisions
- Open Space
- National Parks
- Public Lands
APPROVED

Chapter Model Constitution and Bylaws - revisions (minor)
APPROVED

Climate Change - Breakout groups
Discussion on role landscape architects should/will play.

Student and Associate Advisory Representatives to the Board introduced.
Statements given.

New International Student Membership Category
APPROVED

Public Policies
Minor revisions approved for:
- Agriculture
- Coastal Zones

Follow-up Information
Annual Meeting - 6500 registrants. 2nd largest attended meeting in ASLA history
Revenue - 106% of goal.

ASLA Center for LA - donations at 84.7% of campaign goal.

Submitted by,
David Gorden, ASLA
Indiana Chapter Trustee
November 11, 2017