December Meeting Minutes
Indiana Chapter of ASLA Retreat

Location: Conner’s Prairie  
Date: Saturday, December 13, 2014: 9:00am-2:00pm

Present: Jonathan Geels, Michael Reese, Jon Ruble, April Westcott, Michelle Taggart,  
Drew Braley, Rachel Johnson, David Gorden, Brett Schlacter, Bill Kincius, Lana Merrill

Welcome and Introductions
Jonathan discussed the effort expected and participation in membership.  
NOTE: Drew Braley announced he is on the LAM Editorial Advisory Committee.  
NOTE: April Westcott is speaking at National Awareness Campaign in January.

Motions in Green  
Action Items in Red

Approval of Minutes: November EXCOM meeting minutes (see attached)  
Motion was made to approve minutes. David motioned to approve. Drew seconded.  
Motion was approved.

OFFICER REPORTS
President’s Report – Jonathon Geels

• Summary of Chapter President’s Council (CPC) meeting (Denver ASLA Annual Meeting)  
Jonathan discussed meeting that he and Bill Kincius participated in.  
National Budget, outreach and diversity were discussed.  
Reach out and engage communities to encourage the diversity in the profession.  
We had a huge year in 2014 for Sponsorship.  
Jonathan discussed a goals for getting sponsorship packets out early and across the state.  
It is up to our chapter to go out and engage and show value to sponsors.

NM or Arizona chapter had a Quarterly Design Magazine put together and received $60K in sponsorship for it.  
Our sponsorship packet could use more engagement.  
Michelle said she felt we could use a mailed newsletter.

ASLA has a new website this year. A lot of new resources for exec and membership. 70-80% internet traffic will be video soon. New effort to produce videos.  
Social media has been huge for national (and state) membership.
Brett inputed on our membership and traffic on our social media sites. Important when National recognizes Indiana. PR is a big reason to be involved in social media. Legislation that National advocates is something we should expose our membership to. See iAdvocate portion of ASLA.org

Bill said there is a very rapid robust support system at National that supports local licensures. Important for ASLA members to BECOME decision/policy makers and not just supporters. We are problem solvers. We shouldn’t be afraid to be political problem solvers.

**Branding**
Addressed as a component to recruitment and retention. We are very diverse profession in skill (not good answer). What is our Brand, elevator pitch that says what we do? Jon and Bill discussed it should be who we are and not what we do.

**Vision & Mission**
The members and associates of the Indiana Chapter of the American Society of Landscape Architects believe in contributing to our communities and profession as leaders in the field of landscape architecture. To lead, to educate and to participate in the careful stewardship, wise planning and artful design of our cultural and natural environments.

Should this change to add advocacy and awareness?

**Great Lakes Chapter meeting discussion**
Jonathon discussed the idea of planning a meeting including all of the Great Lakes states. Perhaps there is a shared content from state meetings to the National Meeting Planning is in the works.

**Trustee’s Report - David Gorden**
- Summary of Board of Trustee’s (BOT) meeting
  Board meets twice a year at annual conference and in DC in the summer. More detailed info always available. Membership helps pay for the efforts that national makes.

  (See David’s Board of Trustees Minutes from Nov 20-21 Denver, CO)
  (See David’s ASLA Headquarters Renovation Fundraising Outline)
  (See David’s ASLA Headquarters Renovation Pledge/Donation Form)

  David discussed Mark Focht and Nancy Somerville Reports
Sites update—We are now a partner with the Green Building Council. Program for Upcoming Year and annual operating plan. Renovation of Headquarters, advocacy and China Streets program will be focus this year.

Annual meeting is important to National ASLA Budget. 1/3 of income comes from Sponsors of expo. Advertising in ASLA Magazine is also big generator.

**ASLA Headquarters Washington D.C.**
Located on the edge of Chinatown. Discussion that we want it to be a showpiece for ASLA. The higher budget was approved with the relying more on donations to raise additional money. Original mortgage had been paid off.

A challenge was made to the Chapter by David Gorden that he would be a Member of the 1899 Society to take part in the renovation if the chapter does it as well. David encouraged everyone to visit and be a part of this renovation.

Bill added that there is a lot of function and usable, flexible modern approach to the building.

**Public Policy**
Tom Doolitle and Julia Lent. A lot of information and policies.

Drew asked what does CLARB do for us as members. David’s response. Council of Landscape Architecture Registration Board. Our licensure is a part of the body of CLARB. CLARB supports the licensing and recordkeeping and is helpful in multiple states.

*NOTE: Jon Ruble is a part of CLARB and writes for them as an exam writer.*

David detailed all of the collaborating groups with ASLA, CSLA, CELA, CLARB, LAAB, LAF) David talked about the opportunity to ask questions in an open forum.

Jonathon discussed that language of use of terms is important. (i.e. Climate Change)

**ASLA Fund—Tom Tavella**
Chinatown Green Streets Demonstration Project. This is an effort to bring the professional visibility out into the street located by the Headquarters.
Cameron Rodman (student) spoke at this meeting. (Big chapter supporter)

**Board performance Expectations**
Being aware of issues, interaction with chapter

**Treasurer’s Report - Drew Braley**
- Need to update president’s signature at Old National Bank
  Drew mentioned that we are exploring a way to combine budget with report. It is currently on Google Docs to share.

We are in the black by $4000 ish roughly.
We can look at more closely at January’s meeting.
We came in very close to what was budgeted in 2014.

We need to do a better job of tracking budget verses actual on a monthly meeting.
Jonathon and Drew are working on format.
Michelle went to a treasurer’s seminar this year. She has good examples and forms from this.
Drew and Michelle will go over these items in a meeting.

Jonathon discussed where budgets fall thru cracks when we tend to forget money is available. Month to month is a better way to remember. Drew agreed that Central location is a nice cross-check.

**ACTION:** Jonathon will update contact list and email to everyone and put on google docs.

Drew mentioned a raffle to national AIA convention at their holiday party.
Nice idea.

Drew also asked Can ASLA support money to excom members who go as a perk for ASLA Ex Com members?

Jonathon discussed audit of finances. It is important to have regular review.
**ACTION:** Drew will look into having audit.

**STANDING COMMITTEE REPORTS**

Fellows Committee Update – Katie Clark
Katie was not present, but sent information to Jonathon.
3 people are being sponsored for Fellow are Meg Calkins, Meg Storrow, Les Smith
We have hired Adam Ardvison again to write 2 applications. New application for Meg Calkins and resubmittal on Meg Storrow and Les Smith (Chapter to coordinate Les Smith’s application).
It is a priority of the Chapter and gives us recognition.
COMMITTEE REPORTS

Membership Report - Brett Schlachter

- Current Roster - 192
- Gain/Loss from 12/13/2013 to 12/8/2013 - 36 gained, 50 loss (-14)
  Demographics are being tracked on new members. 70% full members 52%
  Indy 13% Lafayette 0% Muncie. %65Males Brett feels students were low.
  Advertise to students? What are we doing now and how will we fill the gaps?
  Of the 216 members we lost, 2008 was the average year of joining.

(See attached Model Membership Marketing Plan for ASLA Chapters –Sept
2012 provided by Jonathon)

Jonathon discussed the 5% challenge to increase membership by that
amount.

Drew pointed out $11K received from National on Membership.

Jon Ruble mentioned it would be interesting to see Owner reimbursement.

Perhaps we offer a sponsorship to Owners who pay for members dues?

Brett asks if it would benefit to target developers/clients?

April mentioned putting together a benefit package to Owners who can see
incentive of paying dues.

Chapter Communications - Brett Schlachter

- Emails to Expiring Members
  Brett looked into sending emails to expired members.
  Action: Brett drafting a letter to send to expired members

- Holiday Party Email was sent three times
  - 11/25/2014 - 68/259
  - 12/02/2014 - 109/259
  - 12/10/2014 -126 /259

Chapter Public Awareness – April Westcott

Use website for events for volunteers for events for this.
This is the best use of our membership that doesn’t ask for much time.

Discussions for events and list of jobs needed to be filled made to public.
Brett and April to have coordination meeting.
Next month make a list of volunteer opportunities.

April would like a motion made to secure booth at Earth Day 2015 in Indianapolis.

Motion was made to approve $35 booth fee at Indianapolis Earth Day. Jon motioned
to approve. Drew seconded. Motion was approved.

Discussed as part of chapter NLAM budget and events.
We should put together a Manual for this Exec Committee and Central Location for everything (Google Docs).

We need to reconnect to National about how to connect to South Korea and their awareness. Maybe we can pair with Purdue graduates.

**Action Item:** Bill will pursue possible connections at workplace (City of Indianapolis) who may have contacts in this region of the world.

**Action Item:** Lana can connect with Purdue.

**Continuing Education - April Westcott**

February Symposium at IMA coming up.
Green Expo in January 22nd, 2015 Indianapolis, IN
Urban Forestry Council Conference February 11th
ULI a lot of educational conferences available. January 23,
Stormwater Management Seminar

**Action:** Drew to send Stormwater event to April

**Old Business**

- Follow-up from Annual Meeting

Feedback
Review if evaluations from meeting.
Perhaps we repeat sessions.
Also do not have tour during the same time as several other sessions.
Vendors promises should be verified and vendors thanked.
Calling members to invite was successful.
Vendors not paying should not get to set up booth.

Drew asked if there is the opportunity for our National President to attend the annual meeting. Jonathon discussed the procedure of who to ask at ASLA. Bill suggested a Presidential Dinner the night before. Michael Reese discussed the Golf outing potentially being the day before.

**Action:** Michael Reese to reach out to Pat Stout with Rundell about their Golf Outings.

Drew mentioned Foot Golf. 20 holes in 2 hours. Bill mentioned the need for a strategic thought placed into the value of a golf outing interest and the other events that would attract others. Perhaps we alternate events. But do not disregard the value of golf to the profession. Jon Ruble mentioned a cookout. Drew mentioned
Night at Indians game. Rachel mentioned the Hiking trip at a State Park that ties into an educational opportunity. Brett mentioned the Biking tour (The HandleBar downtown) Taking advantages of the tours.

**Holiday Party**

This years was more informal. For others out of town it was too far and in the day too early. There needs to be nametags. Perhaps we have it earlier. Jon mentioned having a North /South Holiday Party similar to Thank you Happy Hour of sponsorship.

**Sponsorship Happy Hour**

No date or agenda yet. We should do again and was well received last year per Jonathan. Brett mentioned that we can focus to vendors on Star Chapter. He is able to email just vendors.

Sponsorship Packet 2015
Reviewed of Minnesota ASLA Sponsorship Packet
Reviewed our Sponsorship packet
April mentioned the need to choose dates very earlier.

Drew motioned to have Sponsorship events in February Central and Northern Indiana. Jon Ruble Seconded. Motion Approved.
Action: Jonathon to send proposed budget for review prior to January Meeting.

Motion to put a budget on Sponsorship event tabled til next meeting.

**COMMITTEES**

Jonathan will email out so that everyone can review committees to see which ones they want to be on. Michelle mentions the importance of committee establishment first and then set up the responsibilities. Brett mentioned volunteers should be advertised for committees now to membership. Bill thinks we should ask for volunteers in thank you notes after events. David Gorden thinks we should target those who werent elected in the past elections.
Action: Brett will advertise committees online this month

Action Item: Jonathon to put together mileage budget for President to be reimbursed.

Dean Hill received Outstanding Service award. Congratulate him.

**Calendar**
Sponsorship Happy Hour (Feb)
National Landscape Architecture Month (April)
Ball State 50th Anniversary Symposium (April)
Golf Outing (June)
Cookout Social Hour (August)
Annual Meeting (Sept-Oct)
National Meeting (November)
Holiday Party (December)

**GOALS**
1. Engage Membership
2. More involvement overall

Next meeting January 21st, 4pm-6pm

*Action: Rachel Will set up location at City of Fishers offices.*

Potential of Google time for meetings (video)?