MAY MEETING MINUTES

Location: Fisher’s City Hall - 116 Shadowlawn Drive Fishers, Indiana 46038
Date: Wednesday, May 20, 2015: 4:00pm-6:00pm
Call in: Access # 800-377-8846 Leader: 77819505 Participant: 06635548

In attendance/phone: Rachel Johnson, April Westcott, Jessica Seale, Stacey Haviland, Jon Ruble, David Gordon, Michelle Taggart, Jonathon Geels, Lana Merrill, Drew Braley and Brett Schlachter

Approval of Minutes: Jon motioned to approve the April minutes. Rachel Seconded. Motion approved.

OFFICER REPORTS

President’s Report – Jonathon Geels
- Mid-Year CPC Meetings and Advocacy Day Recap (See attached minutes on report)
- ASLA E-Leadership Summary
  - 2015 Annual ASLA Election is currently open – two great candidates
  - ASLA coalition met with Department of Transportation Secretary Anthony Foxx
  - ASLA has raised $816,323 (roughly 54% of $1.5m goal) – All chapters have pledged support
  - 2015 LAM at 86%
  - Recruitment has begun for six new participants in this year’s Diversity Summit in Washington DC
  - Membership total 15,308 (approx. 1,500 email reminders sent out)
  - LACES: 210 active providers offering 1056 courses
  - Student Award Submissions deadline May 22
- Executive Committee: Chapter Nominations – National President Elect – VOTE!
- “Something I learned this month”: HALS

Trustee’s Report – David Gordon
- Jonathon Geels awarded ‘Rising Star’ award at advocacy day!
- ASLA Staff hosting Advocacy Day did great job; overall excellent experience w/students (not every chapter does that) – we should plan to do this every year
- A new announcement will be made in June regarding SITES.
- 80% of the overall $1 million goal has been raised for the ASLA headquarters building
- David attended a meeting on new graduate memberships to discuss how to attract new members to ASLA and INASLA.
  - Possibility to change associate membership from 3 to 5 years
Possibility to lower the cost of 1st year memberships and gradually increase dues for 5 consecutive years instead of making the first year free.

- BOT victorious over CPC in kickball on the mall

**Treasurer’s Report - Drew Braley (see attached)**
- Drew filed taxes in May
- We currently have a few sponsorships for our golf outing but are hopeful there will be others
- The student advocacy day scholarship money was transferred (just under $500)

**STANDING COMMITTEE REPORTS**

**Chapter Public Awareness - April Westcott (see attached)**
- WLAM Summary
  - Brainstorm on better engagement
- National PR Conference call

**Annual Meeting - Bill Kincius**
- Updates: Action Items
  - Committee members need to send Bill names of possible speakers for the annual meeting.

**Golf Outing - Mike Reese**
- Spread the word for participation and support (email blast!)
- No players signed up yet and few sponsors, but more email blasts to come soon!
  - (Newsletter following Monday; Eventbrite notice)

**Membership Report - Brett Schlachter**
- Current Roster Update
  - 6 Gain, 2 loss – Total 194 (187 at beginning of year) (3% higher)
  - April members – 7 renewed, 9 lapsed

**Chapter Communications - Brett Schlachter**
- Email Drafts: Thanks for Renewing, Email to lapsed members, Email to expired members

**Government Affairs - Jonathon Geels**
- Quarterly Web Summit Summary
  - Held May 20, 2015
  - 499 messages sent to congress and 322 tweets!
Possible advocacy grants in the future would support state advocacy day and send more members to Washington
Potential to recognize policy makers through awards at our annual meeting

2015 Goals

Fellows Committee Update
- Fellows Notifications to be made week of May 25th

Continuing Education - April Westcott
- Upcoming Kuert Expo
- ULI: Deb Schmucker
  - If anyone knows of events, please let April know

Old Business
- Review Calendar of Events

New Business
- Pre-annual ASLA conference reception in Hammond, IN for the Indiana ASLA members – Jon Ruble
- Membership Recruitment Challenge
  - Goals: Someone new to attend events
  - Prospects list
  - Chapter Operations Workbook: Elevator Pitches
- “New” Emerging Professionals Committee
  - Will put together a roster of emerging professionals including associate members
    - Will include: LARE Prep, Facebook involvement making what we do look fun, outreach to recent grads, volunteer opportunities, etc.
    - Getting them excited
    - Purdue has a great calendar
    - Young architects forum
    - Scholarship vs contest
- Potential for Ryan Cambridge to address board regarding Legends in Design at June Meeting (only LA to participate)
- Monumental Awards: One free dinner for 1 person
  - JSG to send agreement
- LandUp is Friday, July 31 at AIA Chicago (www.landupnow.com)

Meeting Close

Next Meeting:
June 17, 2015 – 4:00-6:00pm.
Location:  Browning Day Mullins Dierdorf
Presidents Report

- Advocacy Day Recap:
  - Evening Training with Stephanie Vance (author of “The Influence Game”)
    - Keys to Being Heard: Know Context, Messages that Resonate, Know Who Your Talking To
    - Specific, Personal, Informative, Timely
    - Know how to follow up: Utilize all influence strategies (district meetings, thank yous)
    - Role Playing
  - Morning
    - Many groups have coffee talks and committee meetings
    - Spencer had an early House meeting 1 on 1 with rep.
    - Interview with “The Dirt” on the importance of Advocacy Day for Landscape Architects in raising the profile of the profession with policy makers
    - Meeting with Legislative Director for Senator Donnelly and brief meeting with the Senator
    - Meeting with Coats legislative council, Pierce Weigard
      - Quick, aid not from Indiana and seemed uninterested (though polite)
      - Didn’t respond to follow-up, though Coats not running again
    - Meeting with Donnelly legislative correspondent, Lauren Varga
      - Engaged, she was from Indiana and familiar with local projects
      - Appreciated offer for INASLA to serve as a resource
      - Senator already supported LWCF, so we thanked him for that support
      - Interested in tours for TAP projects, perhaps something for G.A. Summit in 2015
    - District Meeting with JSG House Representative, Jackie Walorski’s Legislative Assistant, Sam Fletcher
      - Very interested in green infrastructure and district 2 TAP tours
      - Interested in the funding issues for the TAP (more projects than can be funded or issues stemming from cuts); promised follow-up on the funding questions
      - Asked lots of questions regarding the profession and roles of Las
  - Advocacy Debrief
    - Stories from Attendees featured M.McCormick (student rep. from Purdue)
      - He was poised and informative
• Awards (Submitted by ASLA, voted on by AIA and APA)
  • Leadership: Shawn Kelly (president-elect candidate) who helped pass LA licensure into state law in Wisc. – I nominated Stacy for this given all of the success we had in 2013-2014
  • Chapter of the Year: Nevada who led through their successful Green Infrastructure Conference which connects to many allied professions, policy makers, and public – I nominated Indiana for this for similar reasons to Leadership Award
  • Rising Star: Jonathon Geels who helped National ASLA advance twitter advocacy efforts, worked with several local mayors/common councils on LA awareness, and encouraged Mayor Ballard to speak at state conference

• CPC Meeting Recap:
  • Expanding Media/PR Presence
    ▪ Use of social media and prevalence in different demographics
    ▪ PR: Telling stories: Trends, WLAM, ASLA’s diversity initiative, State of the Union, Chapter Awards, Local Projects, Tips, Chapter activities
  • Creating Chapter PR Materials
    ▪ Everything directs back to continually updated website (information and calendar)
    ▪ How can national help: Media Lists, PR handbook, Sharing social content, Supplies for events
    ▪ Boston Chapter Field Book: Indiana used to put out quarterly INsite.
      ▪ Section reports, Committee reports, ASLA Honors, editorial content
  • Break out sessions (JSG Medium Chapter facilitator)
    ▪ Getting out information: printed newsletter, email newsletter, PR person, text messaging, leveraging allied profession collaborations, highlighting members, no one channel hits everyone
    ▪ Professional Development hours: Heavy on Lunch and Learns, Centrally located, leverage tours and lectures, PechaKucha (interdisciplinary speaking), Design Week, partnerships (AIA, parks and recreation, historic landmarks) for hosting/supporting events, ask graduating seniors to go to High Schools to advocate for LA
  • Emerging Professionals: engage (activities), promote (involvement and networking), give (volunteer opportunities)
• Chapter Annual Meeting and CEU efforts
  • Four CEUs and a Beer,
  • Transition from Multi Tracki to Single Track meeting for Annual Meeting: Higher level presenters
• Allied Professions Collaboration
• Membership VP Presentation: Utilize Elevator pitches, membership goals are manageable and will lead to no annual dues increases; follow-up!
• CFO questions: Don’t lose nonprofit status; Tax forms are due May 15
• ASLA Resources
  ▪ Chapter Operations Workbook (COW)
Indiana Chapter
World Landscape Architecture Month
Summary and Impact

Events
(1) Advocacy Day Trip (Including 2 student participants)
(2) University 50th Anniversary Events (Ball State & Purdue)
(2) Student Awards Jurys (Ball State & Purdue)
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(1) State Proclamation from Indiana
(2) City Proclamations (Ft. Wayne & Fishers)
(1) City Resolution (South Bend)
(1) Bike Tour (Active CEU OPPORTUNITY Indiana Landmarks)
(1) Sponsorship Lecture (IMA Peter Schaudt)
(1) Earth Day Event
(2) National Campaign Efforts

-Designed by a Landscape Architect Cards #WLAM2015

-South Korea Outreach
(3 Interviews, 3 media pieces)

WHO DID WE HIGHLIGHT & INCLUDE?

(8) Direct ties to Ball State and Purdue Universities
(3) Community Events
(5) Governmental /Municipal events (Council meetings etc)
(19) Landscape Architects and/or firms given highlights in media
(4) Landscape Architecture Firms Actively Participated in Campaign bandwagons

MEDIA USED
WEBSITE
EMAIL
FACEBOOK
INSTAGRAM (CREATED)