



## Indiana Chapter

### 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](tel: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 Gorden

- 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 1<sup>st</sup> 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 25<sup>th</sup>

### **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](http://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)
- (2) Student Awards Events (Ball State & Purdue)
- (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)