NOVEMBER (RETREAT) MEETING MINUTES

Location: The Alexander, 333 S. Delaware Street, Indianapolis, IN 46204; Ralston Boardroom (6th Floor)
Date: Saturday, November 21, 2015: 8:00pm-2:30pm

In attendance: Jonathon Geels, David Gorden, Bill Kincius, April Westcott, Michelle Taggart, Dan Liggett, Drew Braley, Rachel Johnson, Tammy Doty-Davis, Brett Schlachter, Kristopher May, Alex Salmins, Lana Merrill, Alyssa Babb, Mirandi Miller

Retreat Discussion:
Centered around the goals of increased membership and diversity. The more people we have involved, the more we can work on initiatives from Strategic Plan.

Priorities include:
- Get students involved
- Hire a lobbyist
- Find more opportunities to engage sponsors and provide value
- Bandwagon with allied professions
- Determine liaisons and create list by Dec 16th
- Update Budget document and rename
- Focus on membership: retention and recruitment
  - Target nonmembers: business owners and managers
  - Create incentives for firms with 100% membership
  - Trade-in volunteer hours
  - Target non-Executive Committee Members: Time – Talent – Treasure
  - Diversity focus of Gender and Skills
  - Minority owned/Women owned businesses
- Creating a committee calendar

Other Discussion Involved:
- Student members as chapter members
- World Landscape Architecture Month
- The creation of a summer Sponsor Series/summer Vendor Series: Education Sessions
  - After Hours
  - Lunch and Learns
  - Separate flyer at Sponsorship Happy Hour (in February)
  - Need basic criteria
  - Identify “What’s the value?”
  - Bus Tour for CEUs
- Creating an INASLA publication: JSG to summarize at upcoming meetings
- Continuing the discussion of hiring an Executive Director; comes down to funding we don’t have
- Outlining task list for each committee

REGULAR BOARD MEETING:
Approval of Minutes: September EXCOM meeting minutes (see attached)
David Motioned to Approve September Minutes. Dan Seconded. Motion Approved.

OFFICER REPORTS
Review of Attached Officer Reports

President’s Report – Jonathon Geels
- Discussion of CPC Meeting with supplement from Bill Kincius

Trustee’s Report – David Gorden
• Highlighted Headquarters and Rebranding discussion: David noted that the BOT was looking at funding and timing after finance report from Annual Meeting comes in. David also highlighted student and emerging professionals designation/fees as well as the creation of an Advisory Board and formal representation at BOT meetings

• Questions: 1. Highlights of the SWOT analysis regarding the Annual Operating Plan 2. What was the need for the LACES Redesign

Treasurer’s Report – Michelle Taggert (see attached)
Michelle Motioned to Approve Officer Reports. Brett Seconded. Motion Approved.

STANDING COMMITTEE REPORTS
Review Attached Reports:
Annual Meeting, PR, Continuing Education, Membership/Communications, Fellows, Advocacy Summit
Bill Motioned to Approve Committee Reports. Drew Seconded. Motion Approved.
Action: Brett to send Jonathon website renewal information

Old Business
Jonathon to send thank you’s to 2015 INASLA Sponsors
Annual Meeting – Bill Kincius
• Synopsis: Need to improve vendor experience, everyone stepped up, opportunity to repeat sessions, strong student presence; Jonathon offered synopsis of Midwest Joint Licensure Caucus

New Business
Sponsorship
• Discussion of sponsorship packet
• Jonathon to talk to Mike (chair of Golf Outing) about partnership opportunities
• Add note about Credit Card Processing Fees
• Adding addition ticket fee for vendors

Events: Calendar
• Holiday Party: Michelle Taggert/Lana Merrill/Monica Guillaud
• Location at MESH (upstairs)
• Jonathon to Invite Fellows; David to talk to Mark Zelonis
• Annual Meeting: Chair April Westcott
• Send Venue suggestions to April
• Sponsorship Thank You/Happy Hour

Expenditure:
• Approval of expenditure for Fellows: $5700 (see report)
• Approval of expenditure for Archives: $120
• Jonathon Motioned to Approve Both Expenditures. Bill Seconded Both Motions. Both Motions Approved.

Open Floor:
• Jonathon to add October 16th email vote to minutes: April motioned for “the INASLA board [to] purchase one additional ticket ($100) so that both available Jury members may attend this event”. Drew Seconded. Motion Approved.
• INPAWS offers great partnership
• David highlighted IMA Horticulture Symposium, Invasive Plant Symposium, and Green Expo
• David also noted national committee members: Drew, David, Jonathon, and Dan to offer ongoing insights to INASLA Executive Committee
• Put Advocacy Day (May 19th) on Student Chapter President’s Calendar
• Lana: creating posters for events; Brett: putting events on website; April: celebrating outside organization events

Meeting Close
Next Meeting:
Annual Meeting: December 16, 2015 – 4:00pm-6:00pm
Location: Indiana Landmarks Headquarters: Jonathon to change to Holeman Landscape Design