ASLA Board of Trustees
Annual Meeting
October 20-21, 2016   New Orleans, Louisiana

Report

President's Report - Chad Danos
A review of his year in office including the leadership outreach conducted by him, ASLA officers and key staff. It included 62 leadership 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 2016 accomplishments across major program areas.
ASLA Center for Landscape Architecture
- $1.5M donation goal. Have reached 70%.
- December 1, 2017 move-in date set.

2017 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.
2017 Focus
1. Increasing visibility and influence of the profession
2. Emerging professionals
3. Climate change
4. Diversity in the profession
APPROVED

2016 Finance and Investments Report - Michael O'Brien and VP Jeffrey Townsend
Overall revenue and expenses in line with budget

2017-2018 Operating Budget
APPROVED

2017-2018 Capital Expense Budgets -
APPROVED

Public Policy Revisions
- Open Space
- National Parks
- Public Lands
APPROVED
Federal Legislative Agenda - Breakout groups
Discussion regarding what should be ASLA's agenda for the new Congress.
Top priorities continue to be:
- Community Infrastructure and Development
- Transportation
- Water and Stormwater
- Parks and Recreation

Chapter Model Constitution and Bylaws - revisions (minor)
APPROVED

ASLA Statement on Climate Change
Copy shared as part of Meeting Preview

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

New Student and Associate Advisory Representatives to the Board introduced.

ASLA Rebranding Effort
Presentation by Poulin & Meyers (contracted marketing firm)

Submitted by,
David Gorden, ASLA
Indiana Chapter Trustee
November 18, 2016

Follow-up
New Orleans Annual Meeting-
5500+ registrants (118% of registration and ticket sales revenue goal).
Exhibitor booth sales - 98% of budget

ASLA Center for Landscape Architecture
75% of fund raising goal reached.
Substantial complete date moved back to Dec. 23.

Licensure in the District of Columbia getting closer.
ASLA Membership - in last year (Oct. 2015-Oct. 2016)
  Full Members - 1.8% increase
  Student Members - 8.7% increase
  Associate Members - 12.2% decrease
  All Members - 0.5% increase