

**ASLA Board of Trustees
Mid-Year Meeting
May 20-21, 2016 Washington, D.C.**

Report

President's Report - Chad Danos

Since Chicago Annual Meeting (Fall 2015), outreach by ASLA Leadership has included visits to 10 chapters, 10 student chapters, attendance at meetings of 3 allied professions and participation in 13 landscape architectural professional events.

Program and Operations Report - Nancy Somerville (Executive Vice President)

Purpose: To provide a summary of recent accomplishments across major program areas.
See First Quarter 2016 Executive Summary (Separate Document)

Highlights:

World Landscape Architecture Month - coverage including social media reached 22 countries and 4 million people (33% increase over 2015). A great success.

Landscape Architecture Magazine (LAM) - Recognized for its excellence by receiving three Excel Awards.

Center for Landscape Architecture - Demolition under way. Open House planned for November 2016 with inaugural event being planned. A quarterly lecture series is being planned with major corporate sponsor (TBA).

Chinatown Green Street Demo Project - Planning continues.

SITES - US General Services Administration has committed itself to SITES with all projects to be recognized.

SITES presentations and speakers are available to all chapters.

A SITES accreditation exam is being developed. Initial offering may be in New Orleans at Annual Meeting.

Emerging Professionals - Is ongoing focus item for the Society. Enhanced annual meeting fee structure.

Finance and Investments Report - Michael O'Brien and VP Jeffrey Townsend

See Separate Document

Highlights:

- Assets increased in 2015 by \$2 million. Major reasons: Chicago meeting (\$4.7 million revenue - 2nd best in history) and pledges for Center for LA (\$.7 million).
- 2015 Revenue - 117% of budget. 2015 Expenses - 102% of budget.

- Annual revenue - LAM 26%. Meetings 35%. Membership 30%
- ASLA is in very healthy financial condition. Consistent significant revenue increase since 2009.

Membership Dues

After presentation of current membership and financial status by staff, recommendation was made and approved by BOT to raise dues for Full, Affiliate and International members in 2017 from \$355 to \$370 to be followed by no dues increase in 2018.

Emerging Professionals:

BOT approved new graduated dues program for emerging professional. See table below:

Approved Graduated Dues Program

	Membership Category	2016 Actual Dues	2017-2018 Proposed Dues	Notes
Year 0	Student	55	55	
Year 1	Associate	Free/ 173	65	Eliminate free year for those transitioning from student membership (student special); 62 percent discount for those joining as associates in the first year
Year 2	Associate	122/ 216	99	54 percent discount over current Year 2 associate; 18 percent discount over student special associates
Year 3	Associate	270	175	35 percent discount over current Year 3 associates
Year 4	Full Member – Special Rate	355	225	39 percent discount over full membership*
Year 5	Full Member – Special Rate	355	299	19 percent discount over full membership*
Year 6	Full Member	355	370	

*Calculated using 2017-2018 dues proposal (\$370).

Key Points:

- First year free dues for new graduates is eliminated and replaced with \$65 dues.
- Dues step up over six year period until full membership level of \$370 is reached. Total dues paid over six year period in new plan is about \$250 less than in old.
- Plan applies to all members in first six years of membership. Immediate dues decrease for all.

Luncheon Panel - "Climate Change and Resilience"

- *Sarene Marshall, Executive Director, Urban Land Institute*
- *Jason Jordan, Director, Policy, American Planning Association*
- *Joel Mills, Senior Director, Communities by Design, American Institute of Architects*
- *Dick Wright, Committee for Adapting to a Changing Climate, American Society of Civil Engineers*

Vice Presidents elected -

Membership, Professional Practice, Finance

Following presentations by each candidate and small group Q&A Sessions.

Scott Siefker of Indiana was a candidate for VP of Membership. He gave a very good presentation but was unfortunately not elected.

President Candidates Presentations:

Gary Brown and Gregory Miller. Voting among general membership begins May 23.

Presentation of 2016 Nominees for ASLA Honors and Voting

Student and Associate Advisory Committees

BOT voted to establish Student and Associate Advisory Committees

Student Advisory Committee:

Charge - Advise ASLA leaders and staff on key policies and programs that have an impact on student members and chapters.

Committee will meet by conference call six times per year and in person at ASLA mid year meeting, participating in Advocacy Day. Committee Chair attends meetings of the BOT at Midyear and Annual Meeting as a non-voting participant.

Chapters nominate students to serve on Committee. President-elect makes appointments. There will be six members with three appointed each year serving two year terms (except for three initial appointees serving one year).

Associate Advisory Committee:

Charge - Advise ASLA leaders and staff on key policies and programs that have an impact on associate members.

Committee will meet by conference call six times per year and in person at ASLA mid year meeting, participating in Advocacy Day. Committee Chair attends meetings of the BOT at Midyear and Annual Meeting as a non-voting participant.

Chapters nominate students to serve on Committee. President-elect makes appointments. There will be six members with three appointed each year serving two year terms (except for three initial appointees serving one year).

Climate Change Discussion (small groups)

Purpose: To discuss and provide input on ASLA programs and initiatives related to climate change and resilience.

- Identify top anticipated aspects/outcomes of climate change that will affect landscape architects or on which landscape architects have particular expertise.
- Review current ASLA programs and projects that relate to climate change and resilience and identify any gaps or areas where additional ASLA efforts are needed.

ASLA Rebranding discussion

BOT surveyed to determine focus of rebranding efforts.

New Orleans Annual Meeting - October 21-24, 2016

Registration has opened! 11 Meeting hotels all within walking distance (no shuttles).

Alumni Reunion - Saturday early evening on Expo floor

Edible Landscape Celebration/Gala - Will not be held

Submitted by:

David Gorden, ASLA

Indiana Chapter Trustee

May 23, 2016