ASLA Board of Trustees
Annual Meeting
October 19-20, 2017  Los Angeles

Report

President's Report - Vaughn Rinner
A review of her year in office including the leadership outreach conducted by her, ASLA officers and key staff with numerous 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 2017 accomplishments across major program areas.

2018 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.
Special Focus:
1. Emerging Professionals
2. Career Discovery and Diversity
3. Bringing LA Expertise to forefront in addressing climate change.

Highlights:
- Blue Ribbon Panel on Climate Change report release and promotion.
- Added staff position planned - state government affairs
- Career discovery resources
- Chinatown green street design development
- ASLA Center for Landscape Architecture programming
- Rebranding and messaging implementation
- LACES database upgrade
- Targeted member communications
- Restoration of remaining half of staff 401k trigger
APPROVED

2017 Finance and Investments Report - Michael O'Brien and VP Thomas Mroz
Overall revenue and expenses in line with budget
Decrease in net assets - down $1.1 million (normal for pre-annual meeting)
Revenue - $5.6 million (98% budget)
Expenses - $6.7 million (95% budget)
APPROVED
2017-2018 Operating Budget
APPROVED
2017-2018 Capital Expense Budgets -
APPROVED

Rebranding
3 Rounds of design development had been undertaken
Final design was presented. Mostly well received.

ASLA Logo use by firms discussion
Options presented for consideration by staff and leadership

Financial Training
Basic financial training session

2017 Annual Meeting - Los Angeles
5700 Advance Registered - 102% of goal.
Sold out expo floor.

Strategic Objectives
Reviewed every three years.
Approved with minor adjustments including addition of a new strategic objective:
Grow the ASLA membership and foster volunteer leadership to increase organizational capacity
and amplify the voice and influence of the profession.

Public Policy Revisions
  ○ Open Space
  ○ National Parks
  ○ Public Lands
APPROVED

Chapter Model Constitution and Bylaws - revisions (minor)
APPROVED

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

Student and Associate Advisory Representatives to the Board introduced.
Statements given.

New International Student Membership Category
APPROVED

Public Policies
Minor revisions approved for:
- Agriculture
- Coastal Zones

Follow-up Information
Annual Meeting - 6500 registrants. 2nd largest attended meeting in ASLA history
Revenue - 106% of goal.

ASLA Center for LA - donations at 84.7% of campaign goal.

Submitted by,
David Gorden, ASLA
Indiana Chapter Trustee
November 11, 2017