



Indiana Chapter

March 2018 EXECUTIVE COMMITTEE MEETING MINUTES

Location: HWC ENGINEERING

Date: Wednesday March 21, 2018 4:00-6:00PM

Call-In: 800-377-8846 Participant: 97892164 Leader: 34193848

Attendance: April, Chris, Camille, Monica, Catherine, Bill, Brett, Julie, Sammie, David

Guest: Linda Bauknecht

On Call: Tammy, Adam, Jonathan, Christi

Approval of Minutes: February Ex Comm minutes Ex Comm Meeting Minutes

- Motion to Pass: Bill
- 2nd: Camille
- All Approved

OFFICER REPORTS: Review Officer Reports (see attached pdf)

- Motion to Pass: Julie
- 2nd: Monica
- All Approved

Trustee's Report-David Gorden

President's Report-April Westcott

Treasurer's Report-Monica Guillard (see attached pdf)

- Sponsorship form is on google drive and ready to distribute.
- Start cc-ing Christi on treasurer requests April 1st

CHAPTER GUEST

Linda Bauknecht-Indiana 4-H quick update

- Work with community partners to create opportunities for youth
- Extension Educator: Jim Becker
 - Best contact for to develop workshops or programs
 - 4-H Marion County Handbook outlines projects
- INASLA to review handbook and find potential projects for us to slide into

STANDING COMMITTEE REPORTS: Review Committee Reports

Government Affairs- Jonathon Geels

- Government Affairs group are following bills and providing support where in interest of our group
- Proposed Invasive Plant Rule-Letter of Support Request-David Gorden
 - Sent letter of support this last month
- Rethink I-65/70 Update
 - INASLA partnered with Rethink 65/70 Split group. Wrote letters of support for campaign, participated in press conference that announced Rethink 65/70 Split (March 8th)
 - Yard signs are available, contact David for webpage to acquire signs
- **Action Item:** Ex Comm to be proactive about promoting advocacy efforts on social media so members can stay involved

Annual Meeting-Catherine Puckett

- Ready to start publicizing date!
- Gathering sponsors and sessions
- **Action Item:** April to send Kris logo kit

Public Relations- Julie Barnard (see attached pdf)

- WLAM Plan
 - Posts to be about work and personal life (outdoor hobbies, creative projects, ect.)
 - **Action Item:** Julie to send temporary password to social media sites to each featured LA
- Earth Day (April 21st)
 - Booth has been paid for, parking passes reserved. INASLA attendees yet to be determined.
 - **Action Items:** Sammie to consider activities to have at booth.
 - **Action Items:** Committee members to invite other INASLA members to attend
- Sammie helping Julie while she is on maturity leave

Action item: Order booth materials (apron, signage / banners). Catherine volunteered to check protocol with her marketing staff.

Action Item: Julie is checking in on “Your Land” publication order. Would be good to have these at Earth Day Booth.

Fellows-Katie Clark

- Currently waiting to hear on our 2018 applications. Anticipate hearing between April and May.
- Katie is working on a form that we can distribute to the membership to accept nominations from the broader membership. This form will be developed, shared with the Fellows committee and Executive Committee prior to distribution. The hope is that this will allow us to hear from everyone, instead of just the small circle of members the current committee interacts with.

Awards Committee-Katie Clark

Academic Awards

- A call for volunteers was sent out this week. We are looking for a total of 6-8 individuals to facilitate the jury for the student academic awards. Anyone interested can contact Katie.

Design Awards

- The student call for awards will be finalized and issued by the end of next week. Entries will likely be due by mid-May.
- The professional call for awards will be finalized and issued the beginning of May with entries due mid-June.

Membership- Brett Schlacter

- No new members, 7 renewed, 3 did not, lost 6 members
- 188 total members

Communications-Brett Schlacter

- New website review: inasla.org
 - Change “learn more” to “get involved”
 - **Action Item:** Committee - send photos to Brett to post on website
- New email system (set up in progress)
 - Mail.gmail.com
 - Email: office@inasla.org
 - password: (ask Brett)
- Youtube channel: Inasla Asla – award videos are posted
 - **Action Item:** Brett will send link to YouTube channel

Archives-Brett Schlacter

- April has old INASLA records and will be purging

Continuing Education- Kris May/April

Emerging Professionals-Sam Bronowski

- Anova holding competition giving away tickets to National ASLA conference, must have graduated after 2008

OLD BUSINESS

Sponsorship Happy Hour - Camille:

Action Item: April to send invite to meeting calendar invite to vendors and invite vendors to bring a guest.

Golf Outing Update-Pat Stout

Chapter Bylaws Revision: dues update, review against National's models –Bill Kincius

- Bill has completed review – there are a few items to update
- **Action Item:** Camille (secretary) to help put propose changes to chapter bylaws
- **Action Item:** Ex Comm to read updated bylaws

Student Volunteer Winner Update-Bill Kincius

AIA-Update Drew Braley

Allied Profession Updates –“Coalition for the Built Environment” aka Justice League (Ball State CAP:INDY, AIA, ASLA, ULI , APA etc)- Drew Braley

Ball State News-Joe Blalock

Purdue News-Sean Rotar

Student Chapter Updates-Purdue –David Armbuster

Student Chapter Updates-Ball State-Danah Alqunfuzi

- Had charrette
- Several more events on the calendar for their chapter

Tour De Trees- David Gorden

- Looking for riders

Ace Mentoring Program- David Gorden

Project Lead the Way

Boy Scouts/Girl Scouts-Christi Jackson

- April 4th 9 am – meeting with Boy Scout representative to discuss opportunities. Contact Christi if you would like to join.

Exhibit Columbus-Randy Royer

- Action Item: Camille to ask Randy about continued ed credits
- INASLA would like to have presence there if possible

Urban Forest Committee-Bill Kincius

Cultural Landscape foundation making film about the life of Claire Bennett

NEW BUSINESS

-Move April INASLA Meeting Day Request?``

Upcoming Events/Deadlines:

March 27 th	Sponsorship Happy Hour at St. Josephs Brewery
April 5-7	LaBash Penn State University
April 17-20	Indiana State Preservation Conference-Columbus, IN
April 25-27	Advocacy Day-Washington DC
April 21 st	Earth Day Indiana –Military Park-Indianapolis
May 5 th	Ball State Commencement
May 11 th	Purdue Commencement Weekend
July 20, 2018	Golf Outing Purgatory Golf Course
September 14· 2018	INDIANA CHAPTER Annual Meeting
September 21	Parking Day
September 25-27	NRPA National Conference-Indianapolis, IN
September 26-29	Exhibit Columbus-Columbus, IN
October	Monumental Awards
October 17-18	Chapter President’s Council /Trustee Meetings-Philadelphia, PA
October 19-21	ASLA Annual Meeting –Philadelphia, PA
November	INPAWS-Indiana

GOAL DEADLINES

Meeting Close

Next Meeting:

Tuesday April 17, 2018

LOCATION :

Browning Day Mullins Dierdorf

Address: 626 N Illinois St, Indianapolis, IN 46204

Phone: (317) 635-5030

INASLA OFFICER & COMMITTEE REPORTS

OFFICER REPORTS:

Trustee's Report- David Gorden

President's Report- April Westcott

- **Students and Advocacy Day**
All slots have been filled for students to participate in Advocacy Day this year for students.
- **Program Review & Priority-Setting Process**
NEW – Deadline March 23 Each year, the Board of Trustees evaluates ASLA programs and sets priorities for the year. Chapter Presidents and Presidents-elect are key stakeholders in this process. As background, the 2017 Annual Operating Plan and a description of supporting programs is attached. Please [complete the priorities survey](#) by March 23 (read the instructions carefully). If you have any questions, contact [Corporate Secretary Curt Millay](#).
- **Public Relations and Communications**
Rebranding update! The [new chapter logos](#) from the rebranding process are now available. Please **do not use the logos until April 1**.
- Sponsorship Happy Hour March 27, 2018 6-9pm St. Josephs Brewery

Treasurer's Report- Monica Guillaud (See Attachment)

COMMITTEE REPORTS

Government Affairs- Jonathon Geels

- Rethink 65-70

Annual Meeting-Catherine Puckett

Public Relations- Julie Barnard (See Attachment)

- Important WLAM INFORMATION

Fellows-Katie Clark

Awards Committee-Katie Clark

- Student Academic Awards jury process

Membership- Brett Schlachter

Communications-Brett Schlachter

- New Website overview

Archives-Brett Schlachter

Continuing Education- Kris May

- No New Events
- Certificates being processed

Emerging Professionals –Sam Bronowski (and/or others)

- National Contest

Golf Outing-Pat Stout

- Date 7-20-18 Purgatory Golf Course

9:30 PM

03/19/18

Indiana Chapter of ASLA
Balance Sheet
As of March 20, 2018

	<u>Mar 20, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
ONB - Checking	49,357.98
ONB - Savings	18,960.20
ONB - Scholarship	7,551.40
Total Checking/Savings	<u>75,869.58</u>
Other Current Assets	
CD - Mutual Bank of Muncie	6,366.10
Total Other Current Assets	<u>6,366.10</u>
Total Current Assets	<u>82,235.68</u>
TOTAL ASSETS	<u><u>82,235.68</u></u>
LIABILITIES & EQUITY	
Equity	
Opening Bal Equity	9,063.69
Retained Earnings	86,066.61
Net Income	-12,894.62
Total Equity	<u>82,235.68</u>
TOTAL LIABILITIES & EQUITY	<u><u>82,235.68</u></u>

9:34 PM

03/19/18

Indiana Chapter of ASLA
Profit & Loss Budget vs. Actual
 January 1 through March 20, 2018

	<u>Jan 1 - Mar 20, 18</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Ordinary Income/Expense			
Income			
Chapter Income and Sponsorships			
INASLA-AM & Awards Sponsorship	500.00	0.00	500.00
Membership Dues	3,006.25	0.00	3,006.25
Total Chapter Income and Sponsorships	<u>3,506.25</u>	<u>0.00</u>	<u>3,506.25</u>
Total Income	3,506.25	0.00	3,506.25
Expense			
Chapter Expenses			
Misc Business Expenses	366.42	0.00	366.42
Website	216.00	0.00	216.00
Total Chapter Expenses	<u>582.42</u>	<u>0.00</u>	<u>582.42</u>
Lobbyist	7,965.00	0.00	7,965.00
Meetings	280.41	0.00	280.41
Special Programs			
Fellows	1,700.00	0.00	1,700.00
Holiday Party	1,112.81	0.00	1,112.81
INASLA-AM & Awards	2,250.00	0.00	2,250.00
Public Awareness Summit	71.35	0.00	71.35
Sponsor Appreciation	200.00	0.00	200.00
Total Special Programs	<u>5,334.16</u>	<u>0.00</u>	<u>5,334.16</u>
Total Expense	<u>14,161.99</u>	<u>0.00</u>	<u>14,161.99</u>
Net Ordinary Income	<u>-10,655.74</u>	<u>0.00</u>	<u>-10,655.74</u>
Net Income	<u><u>-10,655.74</u></u>	<u><u>0.00</u></u>	<u><u>-10,655.74</u></u>

9:34 PM

03/19/18

Indiana Chapter of ASLA
Profit & Loss Budget vs. Actual
January 1 through March 20, 2018

	<u>% of Budget</u>
Ordinary Income/Expense	
Income	
Chapter Income and Sponsorships	
INASLA-AM & Awards Sponsorship	100.0%
Membership Dues	100.0%
Total Chapter Income and Sponsorships	<u>100.0%</u>
Total Income	100.0%
Expense	
Chapter Expenses	
Misc Business Expenses	100.0%
Website	100.0%
Total Chapter Expenses	<u>100.0%</u>
Lobbyist	100.0%
Meetings	100.0%
Special Programs	
Fellows	100.0%
Holiday Party	100.0%
INASLA-AM & Awards	100.0%
Public Awareness Summit	100.0%
Sponsor Appreciation	100.0%
Total Special Programs	<u>100.0%</u>
Total Expense	<u>100.0%</u>
Net Ordinary Income	<u>100.0%</u>
Net Income	<u><u>100.0%</u></u>

9:21 PM
03/19/18

Indiana Chapter of ASLA
Check Detail
January 1 through March 19, 2018

Type	Num	Date	Name	Item	Account	Paid Amount
Check	2258	01/14/18	Julie Barnard		ONB - Checking	
					Public Awareness Sum...	-71.35
TOTAL						-71.35
Check	2259	01/23/18	Krieg DeVault LLP		ONB - Checking	
					Other Expenses	-3,965.00
TOTAL						-3,965.00
Check		01/23/18	Kroger		ONB - Checking	
					Misc Business Expenses	-30.00
TOTAL						-30.00
Check	2261	01/29/18	Centerplate ~ NCAA		ONB - Checking	
TOTAL						0.00
Check	2260	01/29/18	Mills Catering Company LLC		ONB - Checking	
					Holiday Party	-1,137.81
TOTAL						-1,137.81
Check	2262	01/30/18	Centerplate ~ NCAA		ONB - Checking	
					INASLA-AM & Awards	-2,250.00
TOTAL						-2,250.00
Check		02/03/18	Office Depot		ONB - Checking	
					Misc Business Expenses	-24.48
TOTAL						-24.48
Check	2263	02/03/18	Treeline		ONB - Checking	
					Fellows	-1,700.00
TOTAL						-1,700.00
Check		02/08/18	Google Storage		ONB - Checking	
					Misc Business Expenses	-99.99
TOTAL						-99.99

9:21 PM
03/19/18

Indiana Chapter of ASLA
Check Detail
January 1 through March 19, 2018

Type	Num	Date	Name	Item	Account	Paid Amount
Check		02/26/18	The Conference Group		ONB - Checking	
				Meetings		-148.88
TOTAL						-148.88
Check		03/01/18	Squarespace		ONB - Checking	
				Website		-216.00
TOTAL						-216.00
Check		03/01/18	Panera Bread		ONB - Checking	
				Misc Business Expenses		-10.34
TOTAL						-10.34
Check		03/12/18	Travel Card Purchase		ONB - Checking	
				Misc Business Expenses		-180.61
TOTAL						-180.61
Check		03/12/18	Travel Card Purchase		ONB - Checking	
				Misc Business Expenses		-21.00
TOTAL						-21.00
Check	2264	03/13/18	Krieg DeVault LLP		ONB - Checking	
				Lobbyist		-4,000.00
TOTAL						-4,000.00
Check	2265	03/13/18	Camille Shoaf		ONB - Checking	
				Sponsor Appreciation		-200.00
TOTAL						-200.00
Check		03/13/18	The Conference Group		ONB - Checking	
				Meetings		-131.53
TOTAL						-131.53

9:21 PM
03/19/18

Indiana Chapter of ASLA
Check Detail
January 1 through March 19, 2018

Original Amount

-71.35

71.35

71.35

-3,965.00

3,965.00

3,965.00

-30.00

30.00

30.00

0.00

0.00

-1,137.81

1,137.81

1,137.81

-2,250.00

2,250.00

2,250.00

-24.48

24.48

24.48

-1,700.00

1,700.00

1,700.00

-99.99

99.99

99.99

9:21 PM

03/19/18

Indiana Chapter of ASLA
Check Detail
January 1 through March 19, 2018

Original Amount

-148.88

148.88

148.88

-216.00

216.00

216.00

-10.34

10.34

10.34

-180.61

180.61

180.61

-21.00

21.00

21.00

-4,000.00

4,000.00

4,000.00

-200.00

200.00

200.00

-131.53

131.53

131.53

INDIANA CHAPTER: Public Relations 3/21/2018

WLAM Update

- WLAM will also kick-off with new logo – “This is LA” cards will be in April’s LAM issue with new logo. Encourage other firms to participate. Copies with INASLA logo will be distributed to Excomm for firm use.
- Rebranding – again, don’t share new logo until April. Chapter brand standards guide is coming any day now.
- INASLA push: “Instalife of an LA” - Follow an ExComm member/student and what they do for work, hobbies, etc. Goal is to include different types of LAs. 5 people have been selected, calendar attached for review. Template is drafted and guidelines will be distributed to participants soon.

TO DO LIST:

- WLAM Plan of Action
- Make a GIS map of member locations
- Fill out LA career PowerPoint with Indiana firms – make available to chapter.
- Team with awards to have submissions include posters.
- Get Classroom Material Kits printed for World Landscape Architecture month, especially Earth Day in particular (distribute those packets to teachers with contacts)

Social Media Updates

FACEBOOK


MONTH	REACH	LIKES	TOP STORIES
January 2017	4,906	1,296	12-30-16 Letter from President
February 2017	2983	1,307	1-30-17 Horticulture Sympos.
March 2017	5170	1,315	3-3-17 Fairbanks Symposium
April 2017	16,348	1,324	4-18-17 Landscape & Art: Cornerstone
May 2017	2,332	1,326	6-13-17 WLAM Photo Contest Winner
June 2017	1,675	1,331	7-14-17 Golf Outing Photos
July 2017	1,196	1,332	7-28-17 Open Annual Registration
August 2017	2,598	1,347	9-5-17 Annual Mtg Sponsor Post
September 2017	1,801	1,366	10-6-17 Opening Reception for What’s Out Th.
October 2017	465	1,378	11-3-2017 Advocacy Post
November 2017	681	1,398	12-15-2017 BSU CAP Lecture Series
December 2017	628	1,413	1-7-2018 Lady Bird Johnson Center
January 2018	2,288	1,426	2-2-2018 Hort Symposium
February 2018	1,312	1,451	2-20-2018 Senate votes down Env. bill

INSTAGRAM

MONTH	FOLLOWERS	NUMBER OF POSTS	TOP POST
January 2017	618 (up 6%)	292	
February 2017	651 (up 5%)	294	
March 2017	676 (up 4%)	298	
April 2017	860 (up 27%)	392	

May 2017	887 (up 31%)	409	
June 2017	895 (up 1%)	429	
July 2017	910 (up 2%)	437	
August 2017	913 (up 0.3%)	456	9-15-17 Purdue PARKing Day Repost
September 2017	927 (up 1.5%)	475	9-22-17 INASLA Awards Coming Up
October 2017	943 (up 0.3%)	491	10-22-17 Repost from Purdue Alumni Expo
November 2017	958 (up 1.5%)	498	12-8-17 Post Holiday Party
December 2017	969 (up 1.1%)	506	1-7-18 Lady Bird Johnson Center
January 2018	963 (down 0.01%)	509	2-14-18 Career Fairs
February 2018	972	515	2-27-18 Spring is Coming post.

LinkedIN

MONTH	FOLLOWERS	IMPRESSIONS	TOP POST
April 2017	65	314	
May 2017	65	338	
June 2017	65	683	Job posting announcement
July 2017	65	68	
August 2017	66	1,222	Annual Mtg. Registration and Sponsors Posts
September 2017	67	29	Thank You to Annual Mtg Sponsors
October 2017	66	53	N/A
November 2017	68	58	Save the Date – Holiday Party
December 2017	68	20	N/A
January 2018	71 	123	AIA Indianapolis Program (Interstate Discussion)
February 2018	72	217	INASLA Job Postings

TWITTER

MONTH	FOLLOWERS	TWEETS	IMPRESSIONS	METNIONS	PROFILE VISITS
April 2017	890	127	31,500	8	671
May 2017	905	12	5,761	2	138
June 2017	916	24	7,757	1	173
July 2017	927	11	5,709	1	96
August 2017	939	19	6,483	8	182
Sept. 2017	951	17	11,400	19	301
October 2017	972	15	3,3113	4	138
November 2017	984	6	2,534	1	52
December 2017	988	70	3,886	5	46
January	1,303	3	2,080	5	99
February 2018	1,018	11	3,218	4	67

NOTES

PLEASE CHECK TO SEE IF YOU HAVE AUTOMATIC POSTS SET UP FOR FACEBOOK, TWITTER, AND INSTAGRAM – PLEASE DELETE THESE SETTINGS IF YOU ARE NOT PART OF THE SM COMMITTEE!

PR PUSH NOW

- Save the date for Annual Meeting.
- WLAM
- Earth Day
- INASLA Committees for members to join.

MON

TUE

WED

THU

FRI

SAT

SUN

26

27

28

29

30

31

01

General WLAM Info:
Introduce "Insta-Life of a
LA" and Featured People

02

03

04

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08

FEATURE:

Ball State Student: TBD
Purdue Student: Sydney
King (Pending)

LABASH, Penn State

09

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FEATURE:

Multi-Disciplinary Firm:
Kris May, HWC

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FEATURE:

Residential: David
Gordon, Mark Holeman

Indiana State
Preservation Conference,
Columbus, IN

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FEATURE:

INASLA President: April
Westcott, Irrigation
Design Source

Advocacy Day,
Washington, DC

CPC Meeting,
Washington, DC

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01

02

03

04

05

06

FEATURE:

LA Firm: Julie Barnard,
MKSK

WLAM APRIL 2018