January 2019 EXECUTIVE COMMITTEE - MEETING MINUTES
Location: HWC, 135 N Pennsylvania St #2800, Indianapolis, IN
Date: Wednesday, January 9, 2019
Call-In: 800-377-8846    Participant: 97892164    Leader: 34193848

Attendance:  Julie, Randy, April, Christi, Marc, Sarah, Camille, Pat, Kris, David
On Call:  Tammy, Adam, Jonathan, Joe

APPROVAL OF DECEMBER MINUTES
Please Review Action Items!

Motion to Approve December Minutes: Randy
Second: April
All Approved

OFFICER REPORTS:
President – Julie
Trustee – David
Treasurer - Christi & Monica
Review/Approve INASLA 2019 Budget
Motion to Approve INASLA 2019 Budget pending changes to golf outing and PR trip: Christi
Second: Kris
All Approved

Action Item: Christi - Review golf outing and PR line items for 2019 budget at next meeting

Audit – To be completed 120 days after close of year.
      Julie to start process - print request at the bank for all transactions between Jan 1 and Dec 31

Action Item: Jonathan - put together PR post for INASLA to share on grant we received to help pay for lobbyist

Approval of Officer Reports (see attached)
Motion to Approve Officer Reports: April
Second: Christi
All Approved

COMMITTEE REPORTS
Sponsorship – Christi/Randy
- Reviewed whether or not to include lobbyist sponsorship in overall sponsorship packages or keep as individual item. The thought is our major sponsors (vendors) do not get a benefit from lobbyist.
  Individuals and firms directly benefit from the lobbyist and may be willing to sponsor.
- Jonathan is hesitant – Illinois tried this method and did not have very many sponsors for the lobbyist.
- If you buy in at the top two tiers of sponsorship you can have the opportunity to host a quarterly happy hour event.
- Christi is going to look into paypal account as option for processing credit cards. She would like to find a better method than using eventbrite. Julie will ask the bank as well.
- Julie suggests raising fee for a la carte options so packages look more appetizing.

Action Item: All - Review sponsorship package. If you have comments send them to Christi by the end of day
Tuesday, January 15th.

**Sponsorship Committee:**
- Randy (chair), Julie, Christi, Sara, and Marc
- Sara will be in charge of master contact list of sponsors
- Christi will keep excel file on Google drive of what sponsors have signed up for what event

**Action Item:** All – Check if you have access to Google drive. If you do not, let Brett know and he will make sure you do.

**Public Awareness** – Shannon/Sami

Public Awareness Summary – April
- National ASLA will have some topics to push during World Landscape Architecture Month (March)
- April has signed us up for earth day.
- If you have any ideas for public awareness in March let Shannon know
- **Action Item:** Shannon – come to Feb and March meetings in prep for World Landscape Architecture Month

*Shannon main POC while Sami is on maternity leave*

**Recent Posts:**
- Various holiday posts
- Clair Bennett Video Premiere
- ASLA Honors and Awards Submissions
- PR Summit

**Upcoming items to post about:**
- ASLA Diversity Summit LOI deadline (Jan 18) (Summit itself is May 17-19)
- Newfields Horticulture Symposium (Feb 9)
- IPRA Conference, French Lick (Feb 19-21)
- Land Collective Job Posting
- Arrival of Baby Sullivan (TBD)
- Social event – send information to Shannon for social media
- Exhibit Columbus (January 19th)

**AIA** – Sarah/Marc/Camille

*Sponsorship Happy Hour is to be combined with first quarter membership happy hour*
- Can use the allocated $1,200 for sponsorship happy hour for this joint event
- Plan for 30 – 40 people
- Wednesday February 27th
- **Action Item:** Kris will create save the date graphic for the event when it is finalized.
- **Action Item:** Julie will send out invitation to membership from her email

**Emerging Professionals** – Julie/ Joe

Purdue Career Fair – February 8th
Ball State Career Fair – February 25th
Schedule Portfolio Reviews – Any interested ExComm Members?
- PU Dates: 1/24 at 4:30 PM (Julie volunteered)
- BSU Date: 2/7 at 3:30 PM (April and Kris volunteered)

**Action Item:** Shannon & Brett – Email / post on social media about reviews happening at Purdue and BSU. Goal is to have 5 professionals to do the reviews at each event. Have people email the INASLA secretary email if they are interested.

**Purdue Upcoming Events:**
Meetings are every other week starting Jan. 25th
Career Fair Feb. 8th
LABASH April 4-6
Springfest April 6-7
Chapter Elections – Beginning of March
Junior/Senior Send off - TBD

**Government – Jonathon**

Update: Legal requirements for how funds go to lobbyist fees –
- *Transparency requirements?*

Rethink 65/70 – Call to Action from ULI
March 2018, letters to Governor, INDOT Commissioner, Mayor Hogsett, and Indy MPO

**Action Item:** Julie send to Brett & Shannon to email / post to membership

Advocacy Day - Student Registration opens January 15
David to request space for BSU & PU Chapter Presidents
Include update on invasive plant rule

**Action Item:** Jonathan – Type up blurb to use in PR on what lobbyist is up to prior to 2/10

**Annual Meeting – Tammy**

Location/Date Updates –
- 3 options - The Alexander (max capacity 200), Carmel Hotel, State Museum (some limitations for main gathering space, vendors are separated a little bit, and it cost more than the other two venues)
- Discussion on whether or not to separate awards out the day before. Other option would be to decrease awards descriptions.
- **Action Item:** Annual meeting committee to put together two suggestion and send them to the committee to vote on. Need locations, dates, and theme to vote on. **Must select venue/date at next meeting to know for roll out of sponsorship form (2/13).**

Theme – Brainstorming session for Annual Meeting Committee?

**Action Item:** Julie to reach out to Katie to discuss awards. Need graphics from 2018 winners to post on social media and use on the website.

**Fellows – Katie**
Nominations due January 31st

**Membership/Communication – Brett**

Sending Emails from INASLA – provided as google suite item through Square Space
- Sign into INASLA account through square space, emails are sorted on the left side by email, but all should be forwarded to someone

Membership: 10 renewed, 6 lapsed, total 194

**Golf Outing – Pat**

Top Golf Update – Will give update next meeting

**Continuing Education – April/Kris**

Sponsor/Vendor CUE Opportunities – Light Source Space Available, BoMar would like to give first CEU presentation
- What would we need to get CUEs Approved

**Action Item:** Julie to talk to Kris and April on CEU approvals for CEU hours

**Secretary – Action Item Run-through**

Baby Watch – Due in March, Kris to be substitute secretary 😊
MISC - Joint event with AIA to celebrate newly licensed Architects and Landscape Architects is a go! AIA typically hosts at the war memorial.
Action Item: Sarah will talk with AIA about details

NEXT MEETING:
February 13th, 4:00 pm
Location: Hitchcock Design Group, 363 N. Illinois Street, Suite 2, Indianapolis, IN 46204