Attendees:

- Kevin Burke, Trustee (v)
- Matt Cherry, Past President (v)
- Curt Jackson, President (v)
- Stephen Busch, Secretary (v)
- Sarah Boyer, Treasurer (v)
- Chris Kingsbury, Membership (v)
- Kristin L’esperance, Advocacy / Licensure (v)
- Simone Heath, Communications (v)
- Quynh Pham, Emerging Professional Chair (nv)
- Makenna Yeargain, Marketing Chair (nv)
- Jay Gehler, Government Affairs Committee Chair (nv)
- Britt Storck, SERC Coordinator - On hiatus (nv)
- Sam Spitale, MAL Public Relations (nv)
- Open Position, MAL Newsletter (nv)
- Adam Williamson, Atlanta Section Chair (nv)
- Dale Jaeger, Northeast GA Section Chair (nv)

Introduction (11am-11:30am)

1. Member Introductions and Icebreaker – Good discussion on everyone’s favorite city.
2. Agenda Overview
3. 2019 Events Recap
   - Feb 24th – Olmsted Linear Park Event (Curt + Sam attended)
   - Mar 9 – Awards Gala and keynote by Walter Hood (Great event)
   - April 4 – NE Section FLO Chicopee Event (co-hosted w/ AIA NE, GPA, GA ASLA NE)
– April 4–6 – LABASH (CED)
– April 24 – Atlanta Section Event at Estrella / Beltline (Co-Hosted by GPA, Sponsored by Belgard)
– May 1-4 – Advocacy Day (Matt + Curt + Kevin lobbied in DC) - Chapter president council – met at the offices of Perdue, McBath and Lewis.
– June 2-4 – Southeast Regional Conference (SERC) (co-hosted with NC + SC chapters)
– June 24 – Atlanta Section Event at Twains (co-sponsored by GPA)
– Oct 19 – UGA Homecoming Tailgate (co-hosted with UGA CED)
– October 28th – Golf Tournament / Country Club of the South
– Nov 13-18 – ASLA National Conference / CED Chapter Meet-up
– Dec 4 - Holiday Party at Fado Midtown (location change / transit friendly)

Regular Excomm Business (11:30a-12:00p)

1. Secretary Update (Stephen)
   a. Meeting Minutes – Uploaded to basecamp. To be approved after everyone has had a chance to review.

2. Membership Update (Chris) – create opportunities to join ASLA.
   a. Overall Chapter Membership – 265, January is usually the lowest month. 1 new member this month. There are 800 licensed landscape architects in Georgia. Everyone needs to help with membership.
   b. Student Chapter Membership
   c. Membership Survey

3. Trustee Report

Excomm & By-laws (12:00p-1:00p)

4. Monthly Calls and protocols 3rd Wednesday of every month @ noon, 19th of February is next meeting.

5. Basecamp
   b. Goals
   c. Action items and planning

6. Chapter Elections & Nominations –
   a. National level - At the national level Nancy Somerville is no longer with ASLA "on the advice of Council". National is currently searching for executive director. Email Curt Millay cmillay@asla.org if you have questions or concerns about this or if you have any questions/concerns about the national level please email Kevin Burke before April (National meeting).
      1. National is currently carrying a $66,000 debt. Advocacy day may go away due to cost. Not many other large organizations do it in this way.
7. **Chapter By-Laws** (Bylaws Committee)
   a. Overview / History
   b. Bylaws Committee
   c. Section Maps – potential to break or remap to create a better membership representation.
   d. Additional Sections
   e. Excomm Roles/Responsibilities
   f. Voting vs. Non-Voting Excomm Members
   g. Special Event Designees (i.e. Golf Tournament)

**Lunch (1:00p-1:45p)**

8. **2020 Chapter Strategy & Goals (1:45p-3:30p)**

   8. **State Advocacy & Licensure** (Kristin + Jay + Braden)
      a. Lobby Firm Into – Lauren Pollow of JL Morgan will be in contract through April.
      b. Initiatives – working on streamlining process to get licensed. Goals this spring: How to translate what Lauren is doing to the Georgia licensed landscape masses and friends of landscape architecture. Figure out how to get $32,000 from the landscape community for future lobby efforts. The idea of a dues assessment of about $60 for advocacy.
      c. Lobby Day 2020 March 3rd at Capital. Lobby day 101: it’s all about relationship building within the government.
         1. Goals
            - Promote profession
            - Defend licensure
            - Better articulate value to membership.

9. **Membership** (Chris + Curt + Quynh + Caroline + whole Excomm)
   a. Membership crisis-Major 2020 goal National membership has declined, entire excomm needs to pursue new members.
   b. How can we promote ASLAs benefits to our members
   c. membership survey
   d. member spotlight -website page

10. **Emerging Professionals** (Quynh + Caroline)
a. Potential Events
   1. Panel of Principals from other firms? Get paired up with PMs? (more relatable than Principles)
   2. Educational Session?
   3. Goals
b. UGA Partnership (and other programs) – Increased partnership with Chapter
   1. Student Chapter President (Caroline) – increase membership in Chapter.
   2. Scholarships
   3. Career Fair (Feb 5th) and Short Course (CEU event) now coupled together.
   4. UGA CED Summer Camp for future Landscape Architects T.B.D.
   5. Shadow week the week of MLK. 8 firms have signed up to help.
c. Mentorship/Networking (people out of school, emerging)

10. Communications/PR
   d. Website – review of potential new website, about $150 a year.
      1. Thanks Simone!
      2. Updates
e. E-Blasts
f. Social Media
g. Newsletter Cameron has moved out of state.
   1. Upcoming Newsletter: Q1 2020
   2. Open Position
      a. 4 sections – National, Local, Section-related, Academia, Advocacy/Licensure
   3. Next Spring Newsletter out in March

11. Marketing Plan/Strategy (Makenna)
   a. Introduction
   b. Goals

12. Section Growth
   a. Middle GA
   b. Coastal Section – Oyster roast/low country potential in oct/nov this year. Thomas Woltz meet and greet at Forsyth park Savannah. Margo Jones at SCAD tour of Forsyth renovation.
   c. NE GA Section
   d. Atlanta Section
      1. Highly encourage Excomm members to come to these events! We need to show as base population.
2. Event w/ Mario Cambardella?

Break (3:30p-3:45p)

Finances & Sponsorships (3:45p-4:45p)

13. Financial Update & Sponsorships (Sarah)
   a. Account balances End of year we had $71,432 in the general fund. A reserve $27,045. Legal fund #35,429 and Paypal $1,000.
   b. Bi Annual budget and events
   c. Sponsorship packet
   d. Leah / Event Planner Retainer
   e. GSLA Sponsorship

14. Park Pride Conference -March 25th
   a. GAASLA has table.
      1. Tablecloth
      2. Tablet/monitor circulating award winners
      3. Scales
      4. Printed Newsletters
      5. Koozies
      6. Printed form w/ list of events and list of Excomm members
      7. Sign Pens (w/logo)

15. OLPA GALA / Sponsor night
    a. 2 for gala, 2 for sponsor night

16. UGA CED 50th GALA
    a. Table of 8, plus 2 additional tickets

17. 2020 Fall Golf Tournament
    a. Date and Course Change? Event Survey
    b. Consider hosting with allied organization?

18. Southeast Regional Conference (SERC) (Britt + Curt + Matt) – Move to next call.
    a. SERC – Recent History
       1. Thanks Britt / Matt for 2019
       2. Formerly known as “Tri-State Conference”. Originally conceived to occur every other year.
          Rebranded to SERC a few years ago by NC to try to include other states.
3. 2014 – Tri-State in Asheville, NC
4. 2017 - SERC in Charlotte, NC ($$$ great for GA Chapter!), but still just GA, SC, and NC
5. 2019 – SERC in Greenville, SC (Great conference, but difficult to get GA attendance).

b. Future GA SERC Planning
   1. Sequencing of related conferences:
      - 2020 – National Conference in Miami, FL (October 2-5)
      - 2021 – National Conference in Nashville, TN (November 19-21)

c. 2022 SERC -GA
   1. 2022 - SERC in GA, date / location T.B.D.
   2. Britt, Curt, and Matt are on the SERC committee, participates in bi-weekly calls.
   3. Coordination Efforts and Planning
   4. Timeline
      - Goals and milestones

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2020 Events & Draft Calendar

bold are confirmed, red to be planned/discussed, gray are related events

Feb 7—OLPA Sponsor Event (2 Tickets)
Feb 10—CE+D Portfolio Review
Feb 23 – OLPA GALA (2 TICKETS)
March 3 – Lobby Day Event
March 25 – Park Pride Conference (Atl Botanical Garden), GAASLA is a major sponsor, has booth
April 4 – CED 50th Anniversary Gala / Herty Field (UGA CED + GA ASLA)
April FLO Event –
April 21-26—Advocacy Day & CPC Spring Meetings
July – Atlanta Section Networking Event
July/August – Middle GA Event
Mid October - Golf Tournament (date TBD)
Oct – Atlanta Section Networking Event - Partner with another organization?
Nov – Coastal Section Oyster Roast

October 2-5 - National Conference in Miami, FL (CPC & Trustee Meetings)
Dec – ATL Holiday Party (date TBD)

Jan 2021– Excomm Summit

Dinner (6:00p-8:00p)