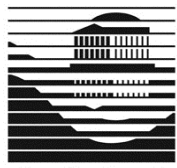


P O T O M A C



A S L A

P O T O M A C
C H A P T E R
A M E R I C A N
S O C I E T Y O F
L A N D S C A P E
A R C H I T E C T S

P.O. Box 18184
Washington, DC
20036-8184

**Executive
Committee 2010-2011**

President
Bethany A. Carton

President-Elect
Steven E. Lefton

Past-President
W. Lisa Siri

Trustee
Ron M. Kagawa

Secretary
Sarah S. Couchman

Treasurer
Mark J. Mastalerz

Members-At-Large
Adele N. Ashkar
Jeanette A. Ankoma-Sey
Paul J. Kelsch

Student ASLA Representatives
Lesley Conroy
Basem Saah

Potomac Chapter ASLA – EXCOMM Meeting, Monday, April 11, 2011

Attendees:

Jeanette Ankoma-Sey; Beth Carton; Lesley Conroy; Sarah Couchman; Paul Kelsch; Steve Lefton; Mark Mastalerz; and Basem Saah

The meeting was brought to order at 6:05 pm at the Washington-Alexandria Architecture Center (WAAC) in Alexandria, VA.

The Executive Committee (ExComm) passed two motions to approve the February and March meeting minutes. Beth moved to approve the February minutes, and Steve seconded the motion. Mark moved to approve the March minutes and Paul seconded the motion.

President’s Report (Beth)

Awards

Beth received the awards results from Alabama, who judged for the Maryland and Potomac Chapters this year. We are still waiting to receive the actual awards.

There have been a few expenses associated with the awards process. Sarah moved to approve the expenses associated with working with Alabama to have the submissions reviewed and judged, as well as expenses associated with printing and framing certificates for the award winners. Beth seconded the motion. Motion passed.

Jeanette has offered to print the certificates. Beth has purchased frames and will bring the framed certificates to the banquet next Friday.

Banquet

Thus far only 86 people have signed up for the banquet. An email reminder will go out tonight encouraging members to sign up. Beth passed around a draft program for the event, which begins at 6:15 pm and wraps up around 10 pm.

Ballard Scholarships

The committee reviewing scholarship submissions chose to offer three scholarships (\$1,500, \$500 and \$500). Jeanette will create certificates for the Ballard Scholarship winners using the ASLA template. For next year, ExComm would like to develop a certificate specific to the Ballard award.

Lesley raised a concern for those scholarship winners who want to attend the banquet but are having trouble paying the \$60 registration fee. For the \$500 scholarship winners, the banquet ticket is a significant portion of their award. Mark moved to provide financial assistance to the scholarship winners in an amount not to exceed \$180 for the purchase of their banquet tickets. Paul seconded the motion. Motion passed.

ASLA Awards

A committee has been selected to judge the Potomac Chapter ASLA student awards. Trini Rodriguez, Heather Hammet Modzelewski and Bob Esselburn will be jurying the students’ work.



Innovative Streetscapes

Beth is working with Meredith Upchurch on an Innovative Streetscapes Tour for April 30. (Innovative Streetscapes is somewhat similar to Complete Streets but less restrictive and includes more components.) This is also the same day as the Coolidge High School Plant-It Day.

President-Elect's Report (Steve)

Fellows Reception

Steve has been working with Occassions, the caterer, to bring down their costs for the banquet. The original estimate was almost \$2,000, and it has been reduced to \$1,131.60. Steve asked how to handle payment for the caterer. Mark said that Well Dunn Catering normally sends a bill after the event and suggested that we ask them to do the same with this event.

Steve needs volunteers to come set up in advance of the event (around 3:30 pm). Steve also encouraged ExComm to be in attendance.

Steve suggested that going forward, we develop templates outlining the details of these events that we hold annually – time, location, costs, etc. – so that we are not starting from scratch each year. Steve will draft a memo outlining the steps taken this year, things to avoid, the time line for planning such an event, etc.

On a related note, ExComm will add lead time and internal deadlines to the annual events calendar to facilitate timely planning.

Continuing Education Event with Barbara Nolan

Steve has moved forward with planning a CEU event with Barbara Nolan. She has a lighting vendor who will be offering a LACES-approved session. Steve and Barbara agreed that it would be nice to offer more than one session. Hope to offer an evening session at the Lee Center one day followed by a lunch session the following day out at Kimley-Horn's office in Herndon. Hoping to attract more participants with more than one location.

Steve will coordinate with Beth to send an announcement regarding the session to the Virginia Chapter for them to send out to their membership, since Virginia Chapter members may be interested in coming to the Herndon session.

Committee Reports

Nominations/Elections (Lisa)

Lisa will begin an effort in May to start gathering information on and contacting new eligible fellows in May. She will begin working with interested parties to start collecting work samples, images, etc. so that the schedule is not as rushed when the process begins with national in the fall.

Sponsorships (Mark)

Victor Stanley has pledged a partial sponsorship (through September) now that we have been able to get their logo up on the chapter web site. (Thank you, Beth!) We will approach them for a full sponsorship in the fall. Mark distributed revised sponsorship forms to ExComm. The main changes were an attempt to clean up the sponsor benefits, so that they are more clearly stated and make more sense given the sponsor hierarchy. We



are now trying to get sponsors to commit to a two-year period. The goal is to send out the forms and get commitments in September/October, so that we have sponsors lined up in ample time for the banquet.

A question was raised about the bronze and silver sponsorship levels (the only difference in benefits being one ticket to the banquet). Suggested we offered for incorporating CEU sessions into the benefit structure. It was determined that this required further thought. Issue was tabled until next month. In the meantime, Mark will look at the sponsorship programs for Virginia and Maryland and see what they offer. We want to remain competitive.

HALS (Paul)

Paul feels that he has a strong sense of the program and how it works, so he is ready to form a committee for HALS. He distributed a draft memo describing the HALS program and issued a call for volunteers to serve on the committee.

Beth requested that he write a single paragraph – a summary of the memo distributed at the ExComm meeting – to post on the chapter web site in the volunteer opportunities section. This paragraph and the full memo will be included in the May newsletter.

Secretary's Report (Sarah)

Total membership for March is 354. This includes 4 lapsed members and 4 new members.

Treasurer's Report (Mark)

Mark provided the following summary:

Money market account: \$31,885

Checking account: \$32,356

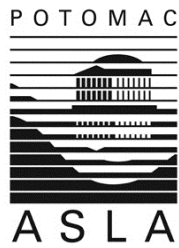
Scholarship account: \$25,943

Total: \$90,183

Trustee's Report (Beth on behalf of Ron)

As discussed at last month's meeting, national would like comments from the membership on what membership means to them, particularly as it pertains to international members and licensure.

ExComm agreed that members are unlikely to participate in a town hall meeting and that it would be most efficient to hold a discussion online. Sarah made up a test blog for the chapter and recommended collecting comments through the blog. (<http://potomacchapterasla.blogspot.com/>) Sarah is to look into posting on the blog national's PowerPoint presentation on the topic. An eblast will direct members to the blog and the PowerPoint presentation will be included as a PDF attachment. Assuming there is enough participation on the blog, we will follow up with some sort of survey to tabulate responses.



Student Report

This week marks the end of the Nest Project (27 days). This is an art installation conducted through the Torpedo Factory. Students came up with items that remind them of home, brought them to the project site and then had to connect them to other items fellow students had brought using materials found on site. Given this process, the artwork was constantly in flux, ever evolving. Students will be submitting the installation to the ASLA student awards competition in the communications category.

The student chapter is organizing a portfolio review/panel discussion for four to six professionals for Monday, April 25 from 6 to 8 pm. The career fair did not have a good turn out, so they are hoping to do a smaller event, free of charge at a time that will hopefully appeal to more professionals. The students are looking for feedback on their portfolios and hope to get the professionals' perspectives on the profession today and the current job market in a hurting economy, etc. Lesley will forward an email to ExComm about the event and ExComm will get back to her with professionals who might be interested.

The students were asked by Spring for Alexandria (www.springforalexandria.org) to participate in a volunteer activity. The students will be helping elderly members of the community at the LeBrey senior citizen center prepare their gardens, perform spring clean-up tasks, paint benches, etc.

Lesley has been in touch with Casey Trees about giving a lunch presentation to the students. They would like to hold a session towards the end of the semester.

Old Business

Communications Plan/Web Site

Jason Granado, a student at the WAAC, is going to be our webmaster. He will be assisting with the posting of awards images.

Sarah looked into online file storage and concluded that DropBox.com is the most user-friendly service that will meet our needs. Mark moved to set up a DropBox online storage account using the free, 2 GB option. Steve seconded the motion. Motion passed.

Jeanette will send Sarah the template that EDAW has used for storing ASLA files. Beth made a friendly amendment to Mark's motion to use EDAW's file structure. Mark seconded. Motion passed.

Beth would like to meet with the Maryland Chapter this summer to review awards submission instructions and requirements. Some aspects are unclear and need to be updated to incorporate advances in digital data formats.

P O T O M A C



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New Business

Advocacy Day

Beth and Steve will be participating in Advocacy day on May 18. Lesley and Doug Brooks from the WAAC will also be participating. Beth would like to set up an Advocacy Committee in the future to advocate on the chapter's behalf.

Time:Space

Beth has the paperwork to apply for a copyright for the Time:Space publication. Sarah made a motion for Beth to send in the paperwork to apply for a copyright on the Time:Space book. Mark seconded. Motion passed.

The next Executive Committee meeting will be held on May 9, 2011, Rhodeside and Harwell in Old Town.

Meeting adjourned at 7:54 pm.