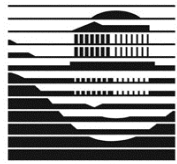


P O T O M A C



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
Nicholas A. Colombo
Anthony P. Somers

Potomac Chapter ASLA – EXCOMM Meeting, Monday, January 10, 2011

Attendees:

Nick Colombo Sarah Couchman Ron Kagawa
Paul Kelsch Steve Lefton Mark Mastalerz
Lisa Siri Tony Somers

The meeting was brought to order at 6:00 pm at Virginia Tech's Washington-Alexandria Architecture Center.

Motion was made to approve the December 13 meeting minutes. Motion passed.

Committee Reports

HALS (Paul)

Paul will be putting together a proposal to establish a standing committee for HALS in the Potomac Chapter.

He is also going to be looking for students to participate in the Landscapes of Diversity Challenge, for which they can get independent study. The Challenge is not restricted to students, however, and Paul encourages anyone who is interested to participate.

Nominations (Lisa)

Fellows on this year's nomination committee include Alain deVergie, Sunny Scully, Elliot Rhodeside, and Marsha Lee. Lisa is writing up a proposal for establishing a standing nominations committee. This will include longer terms and a rotation such that there are always two past members and two new members on the committee. This will increase continuity and ease the transition as new members join and old members leave the committee. This will also include a revised timeline for the committee. A common complaint is that candidates do not have enough time to prepare their applications. So Lisa recommends that the committee meet as soon as the list is provided by national ASLA (usually in mid October) and selections be made by Thanksgiving.

This year's nomination committee met last week and are meeting again this week to review the short list of nomination candidates and make their final selection. A separate notification did not go out to chapter members soliciting candidates for nomination, but national does send out letters to all eligible members, so those who were eligible could express their interest in being considered.



Communication (Sarah)

A newsletter to be sent out via email blast is anticipated in January. Sarah has prepared all minutes taken since she assumed the position of Secretary and will be providing those to Beth to go up on the chapter web site.

Social (Steve)

The volunteer appreciation event last week was very successful. Members enjoyed themselves and appreciated the recognition. The next event to plan for is a continuing education event. Steve will look into setting up an event with a vendor, preferably one of the chapter sponsors. Mark will give him a list of our sponsors. Regarding continuing education credits, Sarah will find out how the chapter can become a CEU provider, so that we can reproduce the field sessions from the annual meeting and offer CEUs. She will contact DPOR and national ASLA.

Sponsorship (Mark)

Riverbend/LiveRoof and Hadco (Dominic Deporter, representative) came to the volunteer appreciation event and have committed to sponsoring the chapter next year.

A sponsor (who?) has been removed from the chapter web site because of outstanding payments due to the chapter. Several attempts were made to collect payment, and they were notified that they would be removed from chapter materials.

Secretary's Report (Sarah)

Total membership for August is 358. This includes 2 lapsed members and 2 new members.

Treasurer's Report (Mark)

Mark provided the following summary:

Money market account: \$31,877

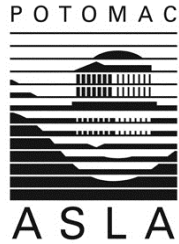
Checking account: \$35,347

Scholarship account: \$25,154

Total: \$92,377

The last large expense from the annual meeting – the booth – has been paid. The Chapter will be paying \$400 to the Maryland Chapter for the shared lost taken at the booth.

The Chapter will also be paying Well Dunn catering for the volunteer appreciation event. \$975 has already been paid to the Arlington Arts Center, and the Chapter should be receiving a \$1,000 security deposit.



For the year, the Chapter took in \$59,286 and spent approximately \$54,000. In the coming year, the Chapter can expect approximately \$12,000 in dues, but will be paying to send Executive Committee members to the CPC meeting in San Diego, the Board of Trustees meeting, and the annual meeting.

The Executive Committee discussed raising entry fees for the chapter awards this year. The fee has been \$75 for the last few years. Beth can raise this issue when she meets with the Maryland Chapter this week.

Executive Committee members are now required to sign the paperwork for writing checks in person. Right now, all officers except Steve can sign checks having signed the forms previously. Steve moved to wait until the fall when new officers have been elected to collect new check signatures. Motion was seconded and passed.

Trustee's Report (Ron)

Ron has been working on a proposal for an event that would strengthen the connection between Emerging Professionals and Young Professionals. The proposal lays out a program for a summer residency for landscape architecture students during which participants would come to the DC area and visit offices at three scales: in the private sector, in local government or at the national level. Then participants would select a scale at which they would like to shadow a professional for a day. During the week, students would interact with Young Professionals, go on office visits, receive feedback on their portfolios.

Ron welcomed comments from ExComm.

Nick Colombo pointed to similar programs run by the Urban Land Institute and Green Building Council and suggested that Ron look at those for ideas.

Steve felt students would need an extra hook. He suggested that the charrette be designed such that students come away with a portfolio piece, a product at the end of the week.

Currently, there are two scholarships. ExComm members all agreed that the scholarships should be eliminated (no way to know who has the greatest financial need), but instead that money should be used to provide additional meals, cover Metro cards, or other expenses.

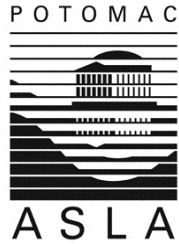
Sarah moved to authorize Ron to proceed with his planning and development of the summer residency program, provided he come back to the Executive Committee with a budget, revised schedule, and more concrete plans for accommodations and other logistics. Paul seconded the motion. Motion passed.

Student Report

AIAS approached student ASLA about hosting a career fair in the spring. An attempt was made in the fall, but they did not get a good response from firms. They hope to get a better response this spring.

Ron informed Nick and Tony of a career fair hosted by GWU coming up in the following weeks.

Executive board elections are coming up February 2011, after which time new student representatives will be attending the chapter meetings.



Old Business

Sarah spoke with Barbara Deutsch about the Landscape Architecture Foundation (LAF) making a presentation to the Potomac Chapter. They are currently offering their Landscape Performance Series, which focuses on the durability, sustainability, etc. of designs in the landscape. (For more information visit <http://lafoundation.org/research/landscape-performance-series/>)

Currently, LAF is looking for the opportunity to expand its audience and promote the series. Consequently, they are not looking for sponsorship. Instead, we would provide a venue and refreshments, and promote the event. They would make a presentation. They are flexible as to the length of the program and date/time. They offered a more detailed version of this presentation during a general session at the annual meeting, for which attendees received continuing education credits. This would be a somewhat abbreviated version, as they would not be involving the panel members who were at the annual meeting.

ExComm expressed interest, but would prefer that the content and format of the presentation be modified such that we could offer continuing education credits to our membership. Sarah will speak with Barbara again to discuss this possibility. Sarah will also do some research to see what is required for the Potomac Chapter to become a CEU provider in the event that LAF is not and we cannot offer continuing education credits through their organization.

Discussion of bylaws currently posted on the chapter web site was tabled until the February chapter meeting.

A call has to go out for the Edward Ballard Scholarship in February. The scholarship honors Edward Ballard, who passed away in 2000. At that time, \$5,000 was dedicated to the scholarship fund, and since then the Chapter has continued to contribute to the fund. At this point, the fund has grown enough that scholarships can be awarded.

New Business

Dena Kennett would like to submit the City Guide for a national ASLA award. It was determined that it should be submitted under the Potomac Chapter.

Mark presented the letter and form for sponsorship to ExComm for committee members to review. This will be discussed next month.

The next Executive Committee meeting will be held at Lardner/Klein Landscape Architects, P.C. 815 North Royal Street, Suite 200, Alexandria, VA. (703)739-0972

The meeting was adjourned at 8:10 pm.