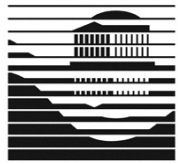


POTOMAC



ASLA

POTOMAC
CHAPTER
AMERICAN
SOCIETY OF
LANDSCAPE
ARCHITECTS

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

**Executive
Committee 2008-2009**

President:
Karen Kumm Morris

President-Elect:
Lisa Siri

Past-President:
Ron Kagawa

Trustee:
Faye Harwell

Secretary:
Beth Carton

Treasurer:
Mark Mastalerz

Members-At-Large:
Adele Ashkar
Jeanette A. Ankoma-Sey
Melissa Rainer

Potomac Chapter ASLA – EXCOMM Meeting, Monday June 8, 2009

Attendees: Karen Kumm Morris Lisa Siri Ron Kagawa
Faye Harwell Jeanette Ankoma-Sey Adele Ashkar
Beth Carton Melissa Rainer Mark Mastalerz

The meeting was brought to order at 6:15pm at EDAW in Alexandria. The meeting minutes from May were approved.

President's Report

The website is the main objective of this meeting. Maryland's website/newsletter has a similar intent to include images and graphics. The new website should also have a creative and interesting layout to communicate with the membership.

Committee Reports

The 2010 Planning Committee

Wednesday night will be another gathering at Elliot's house. Elliot needs a head count by Tuesday morning. The last salon was May 17th and a list of events/workshops was generated. The next gathering will work to refine the list and assign individuals to gather information. The committee/group organization will need to be identified to coordinate with National. Karen will sign the contract with National after the salon on Wednesday. The website will be a key way to reach people for the 2010 Meeting, and reduce email mailings, etc.

Nominating

Lisa is working on a list of officer candidates for the upcoming year. It has been a pleasure to work with the members of the ExComm this past year and hopefully all members will consider another term as we add more members for 2010.

The chapter will need an additional member at large to manage the website; Robert Anderson is a potential candidate. The Bylaws do not restrict the number of members-at-large that serve on the committee. It just requires that the committee vote on the position and place it on the ballot. It would be beneficial for the new webmaster to start in July, prior to the new term starting in September as a volunteer.

Faye's three year term as trustee will be close this year and a new trustee will be needed to serve. Thanks to Faye for serving as trustee for the remainder of her predecessor's term as well as the duration of her term. It would be beneficial if the newly elected trustee could attend the trustee's meeting at the National meeting on the 17th and 18th, with Faye. This would enable a smooth transition and initiate introductions.

Please send all possible candidates to Lisa so that a roster can be compiled for the July meeting.

Communications

At the previous meeting, the committee voted on one option with caveats. In reference to the coloring, any color is possible, but a palette should be compiled for a basic range. The home page/first page text can change frequently for a fresh look every month. The About Us page will maintain the block format for ready



Committee Reports (cont.)

recognition. The awards page may need to be more customized to add links to firm websites, etc. The awards will be archived to cover previous years. The Places/Ideas Tab will be an ongoing list with an archive of the previous months' postings. This tab will be an opportunity to post ideas, links, creative solutions, etc. A motion was made by Faye to authorize an additional \$1,400.00 to create a form, and extra page for a form, to post information to the Places Tab. For each posting, the form will be sent to the webmaster who will have censorship capacity over the content. The form should not be too complex that it is cumbersome, but detailed enough to provide information and searchable. A draft form should be sent out to the committee for review and comments. The rules for posting will be worked out incrementally as the process unfolds. The chapter will not charge to upload work or actively sponsor companies/products. These actions could trigger a taxable item. However, the idea of generating funds should be considered for the long term.

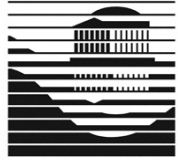
The first page of the website is currently the awards page. The addition of an opening 'enter here' page would incur an additional charge of \$350. An opening page or landing page would ground the website and define it as the Potomac Chapter's page. The landing page should be stationary and easy to navigate past. The AIA DC website was mentioned as an example. A motion was made by Faye to authorize up to \$500 to add a landing page to the website. The motion was seconded by Melissa and passed by the committee.

Time : Space

Adele distributed a copy of the NLAM expenses. The total came to \$3,495. This number is well below the anticipated budget of \$5,000. The ticket sales totaled \$2,566. After the ticket sales and grant money is taken into consideration, the event cost \$66.00.

Planning for the student portion of the Time:Space Project is underway. A reasonable amount of interest is expected for this session. Taking into account, the focus of the event and the attendance at the last NLAM event, a relaxed and candid forum is proposed with two moderators and eight-to-ten students. The event would not charge admission and would run for approximately two hours over pizza at the new GWU facility in Carlyle. The students may talk about their work, but the focus is to get reflective feedback from the students. The Time:Space Committee will reach out to Paul Kelsch and the GW faculty. The academic calendar starts in August, and there are a number of events this fall including the annual meeting in September and the banquet in December. The committee will target a time in October that is compatible with the student's calendars.

The committee is working with the publisher to create a sample layout for the promotional materials package. When the website is functional, the sample layout and page template will be posted online. Once the date for the website launch is fixed, the promotional material can be sent out. Faye will work with the committee about the history and timeline.



Committee Reports (cont.)

Archives

Of the 20 prints donated by Heather Hammett, three went to the archives. The remaining 17 can be given as awards, etc. Faye will frame one poster for the TCLF auction. The chapter awards from previous years will go to the chapter archives collection.

Social Committee

The National Harbor Tour with LandDesign will be held on June 20th. A reminder email will be sent out within the week with logistics, details and a graphic component.

Secretary's Report

There were 6 new members and 13 lapsed members, whose names were all read to the committee. Total membership for June is 319. Letters for the new and lapsed members are ready for signature.

Treasurer's Report

Mark will email out the Treasurer's report later this week. The first award of the scholarship fund was intended to be the 2010 conference. The mechanism and process for the scholarship award will be added to the agenda for the September retreat.

The awards banquet in December is going to require a substantial amount of funding. A central location and inexpensive public venue will be difficult to find. The Torpedo Factory, Brookside Gardens and National Harbor were all discussed as options. A full dinner versus heavy hors d'oeuvres should be considered. The banquet will be discussed in more detail at the July meeting.

New Business

There are several good seminars and exhibits in DC right now, including the Jim Urban, 'Up by the Roots' and The Art and Craft of Greene and Greene at the Renwick Gallery.

Karen distributed fliers for the Design Summit, to be held on June 15th. The meeting was adjourned at 7:45 PM.

