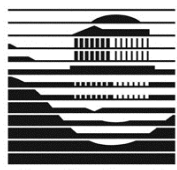


POTOMAC



ASLA

POTOMAC  
CHAPTER  
AMERICAN  
SOCIETY OF  
LANDSCAPE  
ARCHITECTS

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, May 9, 2011**

Attendees:

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

The meeting was brought to order at 6:15 pm at Rhodeside and Harwell.

Paul made motion to approve January meeting minutes. Ron seconded. Motion passed.

Beth made motion to approve April meeting minutes. Paul seconded. Motion passed.

**President's Report** (Beth)

**Awards Banquet**

Beth reported that the awards banquet was a success. Approximately 100 people attended. From the Potomac Chapter, Michael Vergason's office, Landscape Architecture Bureau, Florence Everts, and MNCPPC won awards. Beth was the only ExComm member from the Potomac Chapter who attended, and the committee acknowledged that there should be a better showing of committee members at such events. Adele suggested that we revisit idea of having banquet in April because it is such a busy month. Other ExComm members offered suggestions or reason as to why poorly attended. Beth will send out email to collect comments regarding the banquet.

**Chapter Student Awards**

A volunteer jury – Heather Modzelewski, Robert Esselburn and Trini Rodriguez – reviewed three students' work for student awards. Sandra Nam received an Honor Award and Amy Morton received a Merit Award.

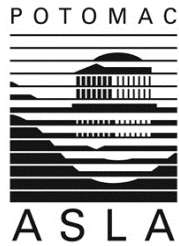
**Advocacy Day**

Advocacy will be taking place on Thursday, May 19. Four issues will be taken up with staff from the House of Representatives: (1) Transportation Enhancements, (2) Safe Routes to School, (3) Complete Streets and (4) Community Revitalization Through Parks. National is sponsoring six students to attend, two of whom are from our chapter, Doug Brooks and Lesley Conroy.

**President-Elect's Report** (Steve)

Landscape Forms and Barbara Nolan Inc. is sponsoring a CEU event on LED lighting for tomorrow. A noon session will be held at Kimley Horn's Herndon office (7 people signed up) and evening session will be held in Alexandria at the Lee Center (9 people).

Sarah will send out reminder tonight to let members know that space is still available. Capacity for each session is set at 20.



Sarah suggested that we should be sending email further in advance to allow members more time to plan for such events. Lisa also mentioned that the announcement was embedded deep in newsletter and that we should send out an eblast specifically addressing this event.

#### Office Visits

Given the need for adequate publicity, we should schedule the AECOM office visit as far out as possible. Jeanette will get confirmation tomorrow that her office can host on Thursday, June 23, 2011.

### **Committee Reports**

#### Nominations/Elections (Lisa)

Lisa confirmed that Sarah would still like to serve as Secretary and Mark as Treasurer. Gary Wagner, from Ron and Beth's office with the City of Alexandria was recommended for a member-at-large. Adele Ashkar will be stepping down from her position as member-at-large at the end of this term.

Lisa will draft blurb regarding open positions on ExComm for the next newsletter as well as for an interim email.

Beth will post an announcement for volunteers on the chapter web site.

#### Sponsorships (Mark)

Once we got their logo on the web site, Mark promptly received a check from Victor Stanley as platinum sponsor through September.

Mark wants to know from ExComm whether we should revise conditions of sponsorship as discussed at last month's meeting, when we talked about condensing categories, offering continuing education event sponsorships, etc.

Paul expressed concern about having more vendors interested in sponsoring continuing education events than we could realistically accommodate. Steve didn't foresee that being a problem and clarified that they did not necessarily need to host an event related to their product but could sponsor events about other topics. Basem suggested including certain number of free passes for vendors to give to clients for the continuing education events.

The committee discussed consolidating silver and bronze because currently there is little difference between the two categories. Lisa asked about number of vendors who sign up for bronze, and was concerned that we might lose those sponsors rather than getting them to upgrade to silver. Steve asked how we've marketed sponsors in the past, making the point that we need to actively market these sponsorships.

Sarah raised concern about whether we are promising to hand over our roster or we are doing publicity on vendor's behalf. We need to be clear that we will send out announcements in our newsletter or note when a vendor is a sponsor of something, but we will not hand over our member roster. Also we have to be clear that we are not developing ad or promotions for the vendors. They are responsible for content.

**HALS (Paul)**

Paul sent out an announcement to students suggesting an independent study for the Landscapes of Diversity project. Basem and a few others expressed interest.

Paul did not, however, get any response from the HALS blurb included in last newsletter. Beth will update the chapter web site with a more prominent location for the announcement.

This led to a discussion regarding emails sent out to our membership, how frequently, on what occasions, etc. Beth asked how often we want to be sending out emails to membership. Lisa recalled that in the past, ExComm has sent out a monthly newsletter and then reminders for Potomac Chapter events. Lesley offered option of Twitter and other communication venues. Basem suggested dividing and conquering by sending the newsletter from one venue and other announcements via another method. Generally ExComm did not favor methods like Twitter because it does not target the chapter's largest demographic. However, Paul said he was surprised when he sat in on Presidents' Council and found that more chapters had facebook pages and used twitter than he would have thought.

Beth passed motion to discuss this as a major agenda item next month. Ron seconded. Motion passed.

**Secretary's Report** (Sarah)

Total membership for May is 354. This includes 5 lapsed members and 4 new members.

**Treasurer's Report** (Mark)

Mark provided the following summary:

Money market account: \$31,887

Checking account: \$33,626

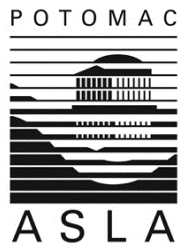
Smith Barney Scholarship account: \$26,515

Total: \$92,028

Mark noted that ExComm has committed \$2,500 from the scholarship account to actually pay for this year's scholarships. Smith Barney sent Mark a form that ExComm officers have to fill out before we can withdraw the scholarship amount. Mark suggested that we take the money from our money market account so that we can give the students their awards without having to wait until we have the Smith Barney paperwork sorted out.

Mark made a motion to take the money out of the chapter's money market account to give to students until it can be withdrawn from SB account, at which time money market account will be reimbursed. Adele Ashkar seconded the motion. Motion passed.

In the interim, letters were sent to the award recipients instructing them that the money is to be used for educational purposes only. If used for other purposes, it is subject to federal taxation. Ron suggested that the money be withheld from the students until we receive signed letters back.



### **Trustee's Report** (Ron)

#### Membership Qualifications

At the Trustees meeting next week, Ron will have to vote on the membership qualifications issues, namely,

Should licensure be required for membership?

Should international members educated abroad be entitled to full membership benefits?

ExComm is to email Ron by Friday with their comments.

#### 2011 Annual Meeting

Ron is encouraging ExComm to register for annual meeting. He also pointed out that the chapter normally provides some funding to send three officers to the meeting. He will bring a breakdown to next month's ExComm meeting to determine how much funding the chapter should provide, how much will come from National, etc.

#### Keynote Address

Ron asked to give keynote addressed at Florida Chapter annual meeting.

### **Student Report** (Lesley and Basem)

Lesley and Basem thanked those who helped make portfolio review a success. All students who attended had great things to say.

Students volunteered at LeBrey Senior Center last Friday, weeding, planting, cleaning up beds, etc. The event was cut short by unanticipated construction activity at the center, but it was still a fun and worthwhile event.

Students from the WAAC are submitting their Nest Project for a national ASLA award in the Communications category. However, in order to submit for an award you must be a member of national ASLA, which several of the students involved are not. Therefore, Lesley and Basem were looking for ways to convince the student that it is worthwhile to pay the \$50 membership to national.

Beth immediately pointed out that if you join as a student you get an Associate membership at a reduced rate upon graduating from school. Ron offered to provide information regarding student chapter membership and student membership at the national level. Lesley is to email Ron to get the data from him.

### **Old Business**

#### Legacy Project

Jeanette reported that the meadow installation took place on Saturday, May 7 with about 40 volunteers. It went very well. There is one more installation day to go, but this will be done by Coolidge High School students and Master Gardeners. The last outstanding item will be the maintenance guide.

P O T O M A C



A S L A

### New Business

#### Web Site Space

The chapter has reached the limit of 300 MB of storage space to support the chapter web site. This requires immediate action as we cannot post the awards unless we take off old awards, trim down other aspects of site or buy more space. If we purchase space it will be a \$5/month charge per 50 MB of space.

Beth made motion to reduce the number of images shown on the web site for each award starting with the 2007 award winners and going backwards. Images not posted on web site will be stored our DropBox.com storage. Mark seconded. Motion passed.

#### Watershed Scholarship

The University of Maryland has been selected to participate in a green building competition on the National Mall (Solar Decathlon) and is looking for sponsors. Beth will send out letter with more information via email.

Ron asked whether the Maryland Chapter is sponsoring and asked that we find out.

#### Potomac Chapter Mail

Adele is moving offices and will no longer be in the District. The chapter used to feel we should have DC address given that we are the Potomac Chapter and not the Virginia or Maryland Chapter. If we still feel that way, way we need to find someone else to monitor it.

#### Smith Barney Withdrawal Paperwork

Paul moved that ExComm allow the President, President-Elect, Secretary, Treasurer, and Trustee to sign the form allowing the aforementioned officers to withdraw funds from the Smith Barney scholarship account. Jeanette seconded. Motion passed.

The next ExComm meeting will be held on Monday, June 13, 2011 at the Arlington campus of GWU.

The meeting adjourned at 8:10 pm.