

POTOMAC



ASLA

POTOMAC

CHAPTER

AMERICAN

SOCIETY OF

LANDSCAPE

ARCHITECTS

P.O. Box 18184
Washington, DC
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**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 October 27, 2008

Attendees: Karen Kumm Morris Lisa Siri Melisa Rainer
Mark Mastalerz Jeanette Ankoma-Sey Adele Ashkar
Beth Carton

The meeting was brought to order at 6:21pm at the office of Rhodeside & Harwell, Inc. The meeting began with a celebratory tea provided by Karen to welcome the new executive committee.

President's Report

Karen gave a brief review of the retreat and noted that it was very successful. Minutes from the retreat were sent out and received by all. A note of thank you was given the committee's help folding and preparing the awards information for mailing. The awards will be judged this year by the New York Chapter. The awards committee will package the submittals on November 1st at EDAW for shipping to New York. Jeanette has coordinated with Jessica Wolfe to assist with the submittals and provide access to EDAW in her place as Jeanette will not be available on November 1st. Beth and Karen will package the submissions and send them to New York. Karen will bring boxes for shipping and Jeanette will ensure there is packaging tape available on Saturday. Karen will check with New York for any special requirements they might have. Two entries have been submitted thus far. All questions about submittals should be directed to the requirements as posted online and sent to the chapter members. All submissions must have a digital copy of the project on CD and a hard copy.

This year's awards banquet will be on December 9th at the Hilton in Baltimore. December 8th will be the December meeting of the ExComm.

The awards committee will meet in late November to complete the powerpoint, print the awards and provide all necessary materials to the Maryland Chapter.

In an effort to improve communications, the ExComm all agreed to share mobile phone numbers and passed around a contact sheet.

The Film Night last September turned a profit of \$100. The co-sponsored event kept costs low and helped turn a profit. Thanks to Adele for the use of the space. Co-sponsoring events is great for collaboration and fostering ties between disciplines. Participation by landscape architects was poor with only 7 members attending. AIA also needs more advance notice to boost participation. Karen will follow up with AIA and APA to talk about creating an annual Fall event.

National meeting planning committee:

There will be no meetings with National until after the annual meeting in Chicago in 2009. Elliot Rhodeside has volunteered for the committee. The committee is still looking for more members, and will identify tours, field trips, and opportunities for visitors during the annual meeting in 2010. The committee will start meeting once every two months and transition to monthly meetings after NLAM in April to organize and prepare for the annual meeting. Meetings could possibly coincide with dates for the ExComm meetings, perhaps meeting one hour before hand. Time:Space is currently meeting at those times in order to coordinate schedules between committee members.

President-Elect's Report

Lisa did not attend the annual meeting. Adele attended two days, and participated in a tour as well as some sessions on greening campuses. The sessions were good, but not great. Adele observed that the sessions seemed to be fewer and longer, which caused competition between the sessions for attendees who must choose between similar topics.

Mark and Faye attended the Fellows' Gala, which went very well. Congratulations again to Faye on becoming a Fellow.

More members of the executive committee should attend the conference next year in Chicago to better understand the needs of the annual meeting for 2010.

Time:Space Project Update

The CIP grant application was submitted for the second phase of the Time:Space Project. Last year's application was updated to reflect the progress and achievements on the project to date. Last year, funds for approximately 1/3 of the project's total cost were received. With cancellation of the CIP Grant Program a threat, the application has been submitted for the remaining monies of the project to fund projects through 2009, including the NLAM event and the fall Student's Round Table.

Adele and Beth had a successful visit with the publishers in Virginia Beach in early September, which highlighted what needs to be done and the process ahead. Planning for April's NLAM event needs to start now according to the chart plotted out at the retreat. The NLAM event this year is The Principles. Principals need to be identified for the event and approached for participation. Likely, principals will be approaching other principals to coordinate the event. Lisa Delplace, Ron, and Faye are recommended for this task. Each selected principal should identify a proxy to help keep the event on track, as principals tend to have busy travel schedules. The committee will take a look at the chapter roster and identify likely candidates for the event. Public agencies and educational institutions will also have a part in the event. All parts of the field, private practice, public service and academics, will require a strategy to link them together for the event and the final publication.

The NLAM event will take place at GW. Adele will reserve the space for April 17, 2009. The location is very accessible and can be dressed up for the event.

The Time:Space committee is serving as the NLAM committee. The committee will identify tasks and set up a strategy for the event, and then approach additional members to help with the event. The president is an honorary member of the Time:Space committee, and should be an honorary member of the NLAM committee.

Committee Reports

Archives - Jeanette

Jeanette will contact Heather Hammett for materials and it was noted that Ron will contact Rob Tilson for materials. Unfortunately, Dennis Carmichael does not have any materials for the Archives.

Karen brought a 1992 poster from the last annual meeting in Washington D.C., and gave it to Mark who will transfer it to Faye for the project.

Communications

Inquiries were previously made about revising the chapter website. Efforts to make the website active and interactive would be a positive investment, especially in the next year as we prepare for the banquet and annual meeting in 2010. Melissa will get several quotes on redesigning the website and/or content management of the website. Bids can be from all sources, including non-local companies, and Lisa's husband is welcome to submit a quote.

A plan should be drawn up to list what we are looking for including navigation, and pages required. Melissa will chart out the current website with Jeanette's past research on the content. The ExComm should look into having a separate Web master officer. Amy Nieberline has been the website 'updater' for the last two years. Karen will follow up with Amy to see if she is still interested in these duties. The Time:Space Project is looking into other options for data uploading/storage and will not be using the website.

HALS- nothing to report

Nominations and Elections Committee

There are ten people eligible to apply for Fellow. Lisa Delplace feels that ten is too many to nominate due to the number selected every year throughout the country and advises to reduce this number to three nominations.

Social Committee

Previous suggestions for social opportunities were office visits and site tours. LandDesign will host a tour of National Harbor. Karen will follow up with Parker-Rodreguiz for an office visit. Lisa will follow up with Lee for a possible tour of the new Pentagon 9/11 Memorial.

Sponsorship

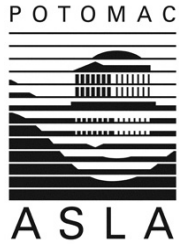
Mark will take over the responsibilities from Ryan Keith. Sponsorship hunting will be light this year to allow Maryland the opportunity to pull sponsors for the annual banquet. Sponsorship is yearly. Sponsorship for this year's NLAM event should be marketed as a special event. Finesse will be required when pursuing sponsorship this year with the recent declines in the economy. A link on the web page to the sponsor's site would be a selling point. Sponsorship monies last year totaled \$13,000. The previous year totaled \$11,000.

Audit

The audit will occur in January. Neither Mark nor Lisa can be involved, but a member must oversee the process. Ryan Keith was recommended and Karen will follow up.

Secretary's Report

The national website is still under renovation. Lapsed and new members will be covered at the November meeting if the website is accessible. The minutes for the September retreat were distributed by email. All members should look them over and they will be approved at the November meeting with the minutes for October.



Treasurer's Report

The books have not been passed from Lisa to Mark yet. A form to transfer privileges and rights from Lisa to Mark was passed around. The form requires signatures from Ron and Faye. Beth will collect Ron's signature and bring the form back to Mark for Faye's signature. The form can be submitted to any Wachovia Bank to formalize the changes. Lisa reported on the accounts. The scholarship account lost approximately \$1,200 due to the market.

As a note on the taxes, the chapter's accountant sent the necessary forms for signature to the P.O. Box, but will send another copy directly to Lisa. Adele will check the P.O. Box every other week and ensure the box is renewed in November.

Student Chapter Report

No report.

Old Business

Charlie Beveridge was a recipient of the Ten-4-Ten Stewardship Excellence Award from The Cultural Landscape Foundation. No ExComm members were able to attend, but Karen will send a note congratulating Charlie on behalf of the chapter.

The monthly Chapter News emails are meant to be a clearing house of information on upcoming events and possibly a showcase for interesting projects. It would add life to the newsletter. The ExComm would decide what projects are selected for showcasing. Members could be asked to submit projects to be highlighted each month. It could be as simple as one image and two-three sentences describing the project, and projects should be current and interesting. This could be a good way to interest people in the upcoming NLAM event and continue the project thereafter. The TIME:SPACE committee will discuss the possibility at their next meeting and bring it back to the next ExComm meeting.

New Business

An example of an innovative postcard featuring a perforated return card was passed around as a possible prototype for future mailings.

USGBC is planning a Green Tie Event on December 16th, and is looking for sponsors for the event. Sponsorship levels range from \$500 - \$2,000. The ExComm is not interested in sponsoring the event at this time.

The next meeting is rescheduled for the 17th of November. The meeting will be at G.W. at 6:00. Adele will provide information on the specific room. The meeting was adjourned at 7:30 pm.

