



Executive Committee Meeting Minutes

10 June 2019 at ASLA Center for Landscape Architecture, Washington, D.C.

**POTOMAC
CHAPTER
AMERICAN
SOCIETY OF
LANDSCAPE
ARCHITECTS**

715 G Street, SE
Washington, DC 20003

202-827-7380
info@potomacasla.org

**Executive Committee
2018-2019**

President
Mike Casey

President-Elect
Kerri Blackman

Immediate Past President
Stephen Cook

Trustee
Rob Tilson

Secretary
Stephen McLaughlin

Treasurer
David Wooden

Executive Director
Susan Newman

Members At-Large
Laurie Beth Donnachie
Carla Ellern
Matt Johnston
Peter Nohrden
Stephanie Pankiewicz
Elliot Rhodeside
Mathew Sellers
Abigail Thomas
Annie Varma

*Student ASLA
Chapter Officers*
Alice Bell
Ashley Coates
Larissa Whitney
Lynda Ramirez-Blust

<u>TIME</u>	<u>ITEM</u>	<u>REPORTER</u>
6:10 PM	<p>Call to order; attendance / notification of proxies; signing ExComm member expectations statement; and approval of Consent Agenda (i.e., May meeting minutes, and membership report):</p> <ul style="list-style-type: none"> • motion by Abby, seconded by Matt – all in favor 	Mike
6:12	<p>Executive Director Report</p> <ul style="list-style-type: none"> • Financial Reports <ul style="list-style-type: none"> ○ Balance does not yet reflect all Gala expenses; but expect the event to at least break even, if not a small profit. ○ Memorial donations for Karen Kumm Morris are being held onto until Arlington County tree planting expenses are known. Balance will then be transferred to the Ballard Fund. ○ Susan needed to purchase a new <i>Quickbooks</i> software package, which was not in the budget, because the 2016 software will no longer support bank feeds. • Membership Report <ul style="list-style-type: none"> ○ ExComm should sign up so all new members are contacted. • Awards display at District Architecture Center (DAC) <ul style="list-style-type: none"> ○ Jake, Laura, Pete, and Cheryl volunteered to set up ○ all except 3 boards have been received already ○ thanks to Kerri for making edits to fonts (etc.) ○ Bartender needed due to policy against self-serve ○ Adding bartender and wine & beer expense this year will exceed budget for the Opening Reception • Chapter Website <ul style="list-style-type: none"> ○ Almost ready; when to go “live” remains TBD ○ Next step is to get ready for mobile devices ○ Susan wants to get WordPress training from developer on new site ○ professional webmaster edits cost \$85.00/monthly ○ may want to move site from Go Daddy for better security 	Susan
6:26	<p>Events Committee Report</p> <ul style="list-style-type: none"> • Ruppert Nursery event was a success <ul style="list-style-type: none"> ○ 15 attended, with just a couple “no-shows” ○ CEUs should be credited soon • Up-Top Acres event cancelled by new building owner • ANOVA is sponsoring Glenstone event, and providing sketching materials <ul style="list-style-type: none"> ○ Thomas Baker is leading the sketch crawl • Event at Ann English’s Penn. farm is 14 Sep. <ul style="list-style-type: none"> ○ CEUs available for attending a meadow burn • proposed Bowling Night <ul style="list-style-type: none"> ○ DC bowling alleys are Metro-accessible, but may 	Laurie Beth

	<ul style="list-style-type: none"> not welcome children, and are relatively expensive <ul style="list-style-type: none"> o suburban bowling alleys are inexpensive and family friendly, but only accessible by driving • Annual Chapter Celebration (formerly the Fellows Toast) is 5 Dec. at Center for Landscape Architecture and is also our holiday party. 	
6:37	<p>Site Visit & Webinar Report</p> <ul style="list-style-type: none"> • invite politicians to participate in ASLA-organized site visits at local projects with social significance <ul style="list-style-type: none"> o focus on inviting D.C. Council members o help them learn more about landscape architecture o also invite news journalists to cover the events o provide pols an opportunity to address the group o 1:1 ratio of hosts to guests is ideal • National ASLA designates Aug. as “site tour month” <ul style="list-style-type: none"> o Potomac Chapter prefers Sep.-Oct. due to D.C.’s Aug. weather being miserably hot & humid and lack of time to plan • need ideas for sites to visit and people to invite • need volunteers for an organizing committee • need logistical support (e.g., invites/announcements) 	Kerri
6:47	<p>Gala discussion; survey results; and 2020 location</p> <ul style="list-style-type: none"> • suggestion that students could display their work <ul style="list-style-type: none"> o they’re too busy w/ exam prep. to assemble boards o one or two PowerPoint slides per student is ideal • Awards: include a slide naming whole project team <ul style="list-style-type: none"> o all individuals on the awarded firm’s design team o identify the client and all consulting firms o (Add one more slide for this next year) • Vote to remain at UDC next year <ul style="list-style-type: none"> o motion by Kerri, seconded by Annie – all in favor • agreed that Purple Onion is a good caterer • Ideas to add Gala sponsorships to menu to create scholarships for students, Emerging Professionals to attend the Gala • Fall is the time for debating Gala budget 	all
7:05	<p>2020 Sponsorship Menu</p> <ul style="list-style-type: none"> • good distribution of sponsorship levels (\$500–5,000) • need additional opportunities for sponsors, such as: <ul style="list-style-type: none"> o free Gala tickets for students o discounted Gala tickets for Emerging Professionals o Ballard Scholarship • need to learn what other chapters are doing 	all
7:25	<p>Advocacy</p> <ul style="list-style-type: none"> • Nomination and selection of Bob Alter to ASLA Advocacy Summit <ul style="list-style-type: none"> o motion by Abby, seconded by Matt J. – all in favor • Tidal Basin preservation <ul style="list-style-type: none"> o Seeking input from Emerging Professionals (for instance, Abby and 13 others were contacted) o at least 4 young members have expressed interest 	Mike
7:31	<p>Emerging Professionals</p> <ul style="list-style-type: none"> • Tidal Basin project builds enthusiasm / involvement 	Abby

	<ul style="list-style-type: none"> • Center for Landscape Architecture can host meetings <ul style="list-style-type: none"> ◦ order pizza (?) • mission of the committee can be updated as needed 	
7:35	<p>Other Business</p> <ul style="list-style-type: none"> • one Potomac Chapter FASLA nominee is selected: <ul style="list-style-type: none"> ◦ Lisa Delplace from OvS • no update regarding T-shirts • Student Member <ul style="list-style-type: none"> ◦ Lynda Ramirez-Blust, who is double majoring in LA and urban planning, wants to also serve as a Nat. ASLA Student Advisory Committee member and was nominated by ExComm • email Associate Members re. service on ASLA Associate Advisory Committee • Fall Retreat date remains TBD • D.C BIA community day not yet announced 	all
7:46	<p>Adjournment</p> <ul style="list-style-type: none"> • motion by Abby, seconded by Annie – all in favor 	

- Attachments:** (1) May ExComm meeting minutes
(2) Financial Reports
(3) Membership Report
(4) 2019 Events Calendar
(5) 2019 Sponsors List

Upcoming Potomac Chapter Dates & Events: 8 July ExComm meeting at ASLA HQ