



Executive Committee Meeting Minutes

8 July 2019, via teleconference

**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
Steve 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>
6:07 PM	Call to Order, attendance, and notification of proxies <ul style="list-style-type: none"> teleconferencing necessitated by flooding of streets 	Mike / Steve
6:09	Consent Agenda approved <ul style="list-style-type: none"> motion by Carla, seconded by Rob; unanimous <ul style="list-style-type: none"> Membership Report note: Membership is slightly down from this month in 2018; but no trends are evident at this time 	Mike / Susan
6:12	Board of Trustees Report <ul style="list-style-type: none"> National Committees: Open call for new members <ul style="list-style-type: none"> Chapter members can consult Rob T. for advice 	Rob
6:14	<ul style="list-style-type: none"> Membership Webinar <ul style="list-style-type: none"> need to explain the value of membership charge non-members for attending events, to show the value of membership need volunteers (especially new members and students) to get involved in operating information booths or tables at events (incl. Chapter-sponsored events), to promote value of membership clear relevance of events to professional growth and career advancement should erase all excuses for not investing in membership Chapter ExComm members each need to develop customized "elevator speeches" to concisely convey the benefits of membership, based on their individual experience; and can begin composing a message based on national ASLA talking points, as illustrated in webinar slides that Susan will share Create a list of things that are free/discounted for members (including non-tangible, like licensure) Site Tour <ul style="list-style-type: none"> April 2020 (WLAM) is better than Sep./Oct. 2019 Michael Vergason's award-winning work at The Wharf in DC would be an excellent tour destination 1:1 ratio between ExComm members and guests (e.g., Mayor & City Council Members) is ideal need volunteers to organize & participate in event 	Kerri
6:26	Executive Director Report <ul style="list-style-type: none"> Financial Reports <ul style="list-style-type: none"> checks sent to Arlington Co. for 2 memorial trees, and remainder goes to Ballard Scholarship fund Gala finances: \$17,000 income vs. \$18K expenses (which is close to break-even, for an event that used to be a significant budgetary burden). \$1100 put toward Emerging Professionals and students discounted tickets (4 scholars + 6 EPs @ \$75 ea.) Expense line for boards of award-winning projects for the DAC exhibit shows a slightly negative number because we brought in slightly more than the cost. However, the DAC reception will be over 	Susan

	<p>budget, because of the new requirement for a bartender, and for Chapter to supply beer & wine</p> <ul style="list-style-type: none"> o Tax Return reviewed: Code Number 6157 • Membership Lists: Carla, Mike, and Rob will phone new members to welcome them <ul style="list-style-type: none"> o in reality, some who are called “new” are lapsed / returning (though ASLA doesn’t make that clear) o some lapsed members maybe departed this area o Susan & Carla will contact lapsed members, and perhaps seek Ann’s assistance in that effort • Chapter Website is live <ul style="list-style-type: none"> o now more useful on mobile devices o Susan is learning to make edits • 2020 Chapter dues to remain the same as 2019 dues <ul style="list-style-type: none"> o motion by Rob, seconded by Carla; unanimous • DAC Opening Reception was successful • 6 Aug. Case Studies panel: 5 award-winning projects • 20 Mar. 2020 joint conference with MDASLA Chapter <ul style="list-style-type: none"> o need volunteers to serve on Program Committee • Nominations Report, and vote to adopt the slate <ul style="list-style-type: none"> o motion by Rob, seconded by Carla; unanimous o need to update bios before publication of results o 3 current members are departing the ExComm o 5 new members are nominated o Chapter website should list all committee rosters o ExComm needs to decide max. size of ExComm • no reports of calls to new members this month 	
7:02	<p>Emerging Professionals</p> <ul style="list-style-type: none"> • Mtg. this Wed. (16 to 20 attendees expected) <ul style="list-style-type: none"> o agenda remains TBD, but Kendra from NTHP will make a presentation about Tidal Basin restoration • need a new committee chair 	Abby
7:05	<p>Events Committee</p> <ul style="list-style-type: none"> • Non-members can now sign up for Glenstone event • 6 Aug. Case Studies panel + Iron Horse happy hour • Sept. includes both DesignDC and ULI National mtg. <ul style="list-style-type: none"> o need to decide whether or not to hold our traditional happy hour in conjunction with DesignDC (located at the Regan Int’l Trade Center) • 21 Sep. DCBLA community cleanup event at Oxon Run Park conflicts with Alice Ferguson Foundation Living Building tour • CEU credit is available for event at Blue Plains in Oct. 	Laurie Beth
7:12	<p>Student Chapter & Mentorship</p> <ul style="list-style-type: none"> • Alice & Larissa are leaving VPI (aka ‘Tech’), so Ashley & Lynda are the new Chapter POCs • 6 LA & urban planning students remain at WAC • need for liaison with VA Chapter in Richmond in order to sustain/ expand/ improve the mentorship program? 	Alice
7:21	<p>Other Business</p> <ul style="list-style-type: none"> • \$100 gift card for Andrew Lyons in appreciation for art work; but Susan will request simplification of his original design in order to make it printable on T-shirt 	all

7:27	Meeting Adjourned <ul style="list-style-type: none"><li data-bbox="657 136 1253 170">• motion by Rob, seconded by Steve; unanimous	
------	--	--

- Attachments:**
- (1) June Meeting Minutes
 - (2) Membership Report
 - (3) Financial Reports, Tax Return
 - (4) Membership Lists
 - (5) Nominating Committee Report
 - (6) Events Calendar
 - (7) T-shirt sketch

Upcoming Potomac Chapter Events: 12 Aug. ExComm mtg. at Land Design in Alexandria
