



Executive Committee Meeting Minutes

Date: Feb. 10, 2020; 6-8pm

ASLA Center for Landscape Architecture, 636 I St., NW, Washington, DC

POTOMAC

CHAPTER

AMERICAN

SOCIETY OF

LANDSCAPE

ARCHITECTS

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**Executive Committee
2019-2020**

President
Kerri Blackman

President-Elect
Matt Johnston

Immediate Past President
Mike Casey

Trustee
Rob Tilson

Secretary
Stephen McLaughlin

Treasurer
David Wooden

Executive Director
Susan Newman
Members At-Large
Laurie Beth Donnachie
Carla Ellern
Lindsay Hand
Jules Krinsky
Stephanie Pankiewicz
Matthew Sellers
Mike Stelfox
Abigail Thomas

Student ASLA Representatives
Ashley Coates
Lynda Ramirez-Blust

<u>TIME</u>		<u>REPORTER</u>
6:12	Membership role playing upon arrival Appointment of Recording Secretary, <i>Laurie Beth Donnachie</i> Call to Order, Attendance, & notification of proxies Expectations signed	Kerri
6:15	Approval of Consent Agenda <ul style="list-style-type: none"> Jan. Minutes Executive Director's written report Motion: Steve, Second: Matt, all in favor 	Kerri
6:20	2020 Sponsorship Regional Conference <ul style="list-style-type: none"> Program LA CES new admin is Chris Weir Sponsorship is sold out Registration is sold out with waitlist City Nature Challenge with AIA DC committee 4/29 ID event, ASLA HQ not confirmed, need more LA participation	Susan
6:40	TCLF, What's Out There Weekend October 2020 <ul style="list-style-type: none"> We could raise money for TCLF with a raffle at our May Gala as long as money is not exchanged at the venue. Raffle prize could be an exclusive tour either local or TCLF event in Miami. Raffle would be in addition to need for volunteers Sponsorship to TCLF not in our 2020 budget. \$2,500 to be a listed sponsor TCLF looking for 3 volunteers to be totally dedicated 	Kerri
6:50	Nominating Committee Report: Lifetime Achievement The Nominating Committee is recommending Ralph D'Amato for his extensive career in cemetery design. Motion: Stephanie, Second: Steve, all in favor For future awards, the nominating committee recommends chapter outreach for more nominations of women and minorities. As nominations are due in January, outreach will be well timed during the Chapter Celebration in November.	Mike C.
7:00	Membership <ul style="list-style-type: none"> Use National ASLA pamphlet and create promotion specific to our chapter Identify companies that reimburse/support membership to encourage employees to take advantage and other employers to support membership. Could be setup up on Hootsuite for monthly release Ask people at regional conference if their company supports - paper next to LACES sign in 	

	<ul style="list-style-type: none"> • thank principals/companies for their support • Julia Lent to pull licensed LA by state but no list that shows firm size, number of LA, who are members. Washington Business Journal Book of lists & Bisnow.com are good resources • Goal: to bring in 20 new members for 2020 	
7:30	Other Business/Discussion <ul style="list-style-type: none"> • Upcoming Events: possibly add WAAC mentor event • Appointments and responsibilities • Other 	Laurie Beth Kerri
7:45	Board Orientation, postponed	Susan
8:00	Adjournment Motion: Steve, Second: Rob, all in favor	all

Attachments:

- Executive Director's Written Report
- January minutes
- Sponsorship packages & updates: Chapter & Regional Conference
- Regional Conference schedule, registration report
- Membership Report, Chapter roster
- Events calendar
- Board orientation slides

Upcoming Events:

- Feb. 29: Regional Conference with MD ASLA (regular registration ends 2/24)
- March 9: ExComm meeting
- March 13: Awards deadline