



POTOMAC
CHAPTER
AMERICAN
SOCIETY OF
LANDSCAPE
ARCHITECTS

715 G Street, SE
Washington, DC 20003

202-827-7380
info@potomacasla.org

**Executive Committee
2019-2020**

President
Kerri Blackman

President-Elect
Matt Johnston

Immediate Past President
Mike Casey

Trustee
Rob Tilson

Secretary
Steve McLaughlin

Treasurer
David Wooden

Executive Director
Susan Newman

Members At-Large
Laurie Beth Donnachie

Carla Ellern

Lindsay Hand

Jules Krinsky

Stephanie Pankiewicz

Mathew Sellers

Mike Stelfox

Abigail Thomas

Student ASLA Representatives

Ashley Coates

Lynda Ramirez-Blust

NOTE: **bold** = present
italic = absent

Executive Committee Meeting Minutes

13 April 2020 – Teleconference, to implement social distancing due to Covid-19

<u>TIME</u>	<u>ITEM</u>	<u>REPORTER</u>
6:05 PM	Call to Order and Attendance <ul style="list-style-type: none"> no Notification of Proxies, due to 100% attendance unable to collect hardcopy Member Expectations signatures 	Kerri
6:07	Approval of Consent Agenda <ul style="list-style-type: none"> March meeting minutes, and April 2nd Financial Reports motion by Steve; seconded by Abigail; unanimous 	Kerri
6:09	Investment Report <ul style="list-style-type: none"> Morgan Stanley account <ul style="list-style-type: none"> \$25,200 contributed so far (Jan.-Feb.-Mar.) Stock Market volatility due to pandemic / lock-downs account has lost approx. \$1,200 consider alternate investment schedules: (1) rather than spreading contributions out over 3 months, take 6 months; or, (2) contribute only \$2,800/mo. from now until Dec. Discussion <ul style="list-style-type: none"> perhaps suspend contributions 1 month at a time, until the present downward market trend reverses a Morgan Stanley cash account would still return a bit more than our Wells Fargo account what is our goal for growth of funds invested over a 3 to 5 year horizon? Decision <ul style="list-style-type: none"> David moves to adopt alternate #2, evaluated monthly motion seconded by Carla, and unanimously approved 	David
6:21	Board of Trustees Report <ul style="list-style-type: none"> Webinar on Tuesday regarding the First Quarter BOT meetings being conducted virtually during lock-down ASLA Annual Meeting in Miami FL is still on schedule for now, but will be reevaluated each month in light of pandemic <ul style="list-style-type: none"> 2001 meeting in Toronto was cancelled with short notice, but the loss of revenue was covered by insurance Feb. staff departures: (1) HR Manager, (2) Senior Sales Manager, and (3) Marketing Manager search for a new Exec. officer continues considering extension of VP term from 2 to 3 years, for the sake of better continuity ASLA Reserves Policy is for 50% of operating budget (currently at 46%) 	Rob
6:32	Regional Conference Financial Report <ul style="list-style-type: none"> Approximately \$7,000 profit to POASLA 	Susan
6:34	Gala and Awards Decisions <ul style="list-style-type: none"> should the Gala be cancelled or postponed? <ul style="list-style-type: none"> if postponed, should the new date be announced ASAP, or else say that the rescheduling remains TBD? does postponing the Gala until autumn make sense? UDC is supposed to reopen for the fall semester, but the UDC website isn't very informative cancellation of the 14 May event isn't a problem, at least as regards the refund policy in our contract with UDC only 9 awards to present (as the NY Chapter jury was tough) <ul style="list-style-type: none"> perhaps the awards ceremony can be postponed until the Annual Chapter Celebration, that's typically held after the ASLA Annual Meeting alternately, award winners can be recognized during a webinar, which is what AIA is doing this year 	Kerri

	<ul style="list-style-type: none"> ○ DAC will remain closed through the summer ● Gala keynote address can be delivered in a webinar that's formatted to allow viewers to earn CEU credits <ul style="list-style-type: none"> ○ some kind of recognition of award winners should also be included, because any delay entails a negative impact upon the firms' ability to use this for marketing purposes ● people have already adjusted to conducting most meetings virtually, and expect Gala-like events to be cancelled <ul style="list-style-type: none"> ○ perhaps record the program in advance or during a live webcast and allow viewers to watch any time they choose ○ Susan will ask the keynote speaker about what online platform is preferred by Glenstone Museum, and will contact UDC to confirm the details of cancellation ● Gala is a break-even budget item, so room rental and catering expenses are eliminated by going virtual ● Decision <ul style="list-style-type: none"> ○ Laurie Beth moves that the Gala shall be an online event ○ seconded by Abigail, and unanimously approved ● when will the Lifetime Awardee give his presentation? <ul style="list-style-type: none"> ○ same night as the keynote address and announcement of awards, or in a second webcast, perhaps one week later? ○ he needs to assemble a presentation, but project awards already have such materials ready, based on applications ○ Susan will ask him what he prefers to do, and when ○ if he's not tech-savvy then going online may be difficult ● ExComm members with tech expertise can lend advice <ul style="list-style-type: none"> ○ Chapter might also get tech support from ASLA ● how shall we announce award winners? <ul style="list-style-type: none"> ○ maybe we should not wait until all Gala plans are set ○ however, the element of surprise on Gala night has value ○ ought to name award-winning firms at the same time we advertise the online Gala, but wait until the event to say which projects won in each category ○ perhaps schedule a second online event one month later, for awardees to give presentations about the projects ○ also create an online gallery to exhibit winning projects, as a substitute for mounting boards in the DAC lobby ● postpone Lifetime Achievement Award presentation and acceptance speech until the Annual Chapter Celebration <ul style="list-style-type: none"> ○ announce the award along with Gala invite, and during the event advertise the ceremony and speech in the fall ○ certificates of awards for projects can also be presented at the Annual Chapter Celebration ● award-winning project case study panels at the DAC usually involve 3 or 4 firms, but this year we'll need to do this online <ul style="list-style-type: none"> ○ if all awardees are willing then we could have 2 webcast or recorded case study events, for 4 or 5 projects each 	
7:16	<p>Messaging</p> <ul style="list-style-type: none"> ● emphasize 'why' over 'what' (as explained in a TED talk) <ul style="list-style-type: none"> ○ ASLA "life grows here" campaign is about the 'why' ● keep members connected and engaged, and positive <ul style="list-style-type: none"> ○ especially during the pandemic! ● provide a "feel good" message of outreach and solidarity <ul style="list-style-type: none"> ○ keep it simple ● future consideration of long term messaging strategy 	Kerri
7:24	<p>Membership</p> <ul style="list-style-type: none"> ● ASLA policy on renewals is to extend the 90-day grace period, for a time still TBD <ul style="list-style-type: none"> ○ how is billing affected? ● retention ideas <ul style="list-style-type: none"> ○ online LAF open studio, with live Q&A? ○ online happy hours; but to be manageable, limiting the 	Kerri

	<p>number of attendees by focusing invites for each event toward specific areas of practice or types of members, or else create virtual breakout rooms</p> <ul style="list-style-type: none"> ○ WAAC students can more easily attend online events than in-person open studios and happy hours ○ online Lunch-and-Learn sessions such as Victor-Stanley is organizing, which are more convenient for attendees with young children than events scheduled in the evening ○ CEU credits for touring Ann's farm are already approved, so can the application be edited to request for the format of that event to be changed from in-person to virtual? ● calls to New Members and members in their first 3 years <ul style="list-style-type: none"> ○ Susan's lists shall be divided among ExComm members ● other calls? <ul style="list-style-type: none"> ○ Assoc. Members, lapsed members, those in grace period ● recruiting new members? ● students <ul style="list-style-type: none"> ○ how can the Chapter help? ○ end-of-semester deadlines feel overwhelming ○ classes end May 6th, but some professors have offered a couple extra weeks to complete requirements ○ focus online learning events for the benefit of students ○ can the Chapter help find internships? ○ firms are cancelling summer internships, and are dubious about work-from-home arrangements for interns; but we can check back with firms in mid-June (however, this year travel is another hurdle) 	
7:53	<p>Sponsorship</p> <ul style="list-style-type: none"> ● ask about sponsoring lunch-and-learn events <ul style="list-style-type: none"> ○ for Lunch & Learn online events, lower the cost to \$250 rather than \$500 ● can any new benefits be offered? ● continue to try recruiting sponsors, both new and previous ones that have not yet renewed? 	Susan
7:56	<p>ExComm Nominations</p> <ul style="list-style-type: none"> ● contact Susan to self-nominate, or recommend a colleague 	Mike
7:58	<p>Adjournment</p> <ul style="list-style-type: none"> ● motion by Rob; seconded by Carla; unanimous 	all

Attachments

- March meeting minutes
- Financial reports
- Investment report
- Sponsorship report and sponsorship menu
- List of new members to call, including First Three Years of Membership list

Upcoming Events

- April: WLAM and City Nature Month