



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
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

8 June 2020 – Teleconference, to implement social distancing due to Covid-19

<u>TIME</u>	<u>ITEM</u>	<u>REPORTER</u>
6:09 PM	Call to Order, Attendance, Ice-breaker intro's, and Proxy notice <ul style="list-style-type: none"> • 3 guests: Annie Varma, Brad Bartell, and Stephanie Roa • Kerri serving as Rob's proxy • unable to collect hardcopy Member Expectations signatures 	Kerri
6:26	Approval of May meeting minutes <ul style="list-style-type: none"> • motion by Jules, seconded by Steve; unanimous 	Kerri
6:27	Investment Report <ul style="list-style-type: none"> • fund is "in the black" and growing. We are now investing \$2,800/month • \$30,800 minus fees = \$1,200 gain • nine months reserve maintained • \$118k cash balance (\$78k minimum to meet reserve requirement) 	David
6:33	Virtual Awards Gala <ul style="list-style-type: none"> • kudos to Susan for organizing the online event • More than 100 people watched the live show via Facebook <ul style="list-style-type: none"> ○ congrats to POASLA for bravely using this informal forum ○ audience comments were nice ○ some technical glitches ○ sponsor videos are posted on FB & Chapter website • Paul Tukey was smooth and well-rehearsed <ul style="list-style-type: none"> ○ Glenstone's landscape has reopened to visitors • awards presentations went well <ul style="list-style-type: none"> ○ winning firms are already using the awards for marketing • future events can be recorded and posted online 	Kerri
6:39	Executive Director's Report <ul style="list-style-type: none"> • Financial Reports <ul style="list-style-type: none"> ○ profits & losses statement: more than \$120,000 banked ○ 75% of operating budget in reserve ○ refunds of deposits from cancelled events coming in ○ DAC rental allocation can be redirected ○ Susan requests ExComm approval for this year's website maintenance budget allowance to be increased by \$1,000 ○ motion by Carla, seconded by Matt Sellers; unanimous • Thank-you gifts for Glenstone's hosting the Awards Gala <ul style="list-style-type: none"> ○ sent a plant to Paul Tukey ○ sent Chapter T-shirts to Paul and Glenstone's webmaster • Online exhibition of award-winning projects <ul style="list-style-type: none"> ○ 5 slides each • Webinar survey results <ul style="list-style-type: none"> ○ we have not yet upgraded our Survey Monkey account to a paid subscription • begin recording case study events and other webinars <ul style="list-style-type: none"> ○ create a video archive for members to access ○ get an estimate of cost for a Members' Only web portal 	Susan
7:02	Membership <ul style="list-style-type: none"> • Membership Report <ul style="list-style-type: none"> ○ it's still too soon to see pandemic-related trends ○ firms are busy ○ public sector uninterrupted now, but expect cuts in 2021 ○ emerging professionals are in a precarious position ○ Texas Chapter hosted Roundtable on job market ○ posting questions ahead of time encourages follow-thru among participants 	Susan

	<ul style="list-style-type: none"> ○ Florida Chapter also hosted a panel on how LA firms can survive recessions ○ POASLA can host 2 sessions – one for small firm owners and another for emerging professionals ○ use the Zoom breakout room feature, with an introductory session for all, and this would facilitate scheduling the event for one date rather than two ○ gather and disseminate return to office and other health guidance for performing LA duties during the pandemic ○ all ExComm members can contribute info. about their organization’s plan for returning to the office. Could add to eblasts. ● Phone Calls to New Members and others <ul style="list-style-type: none"> ○ one renewed member who Kerri called is seeking LACES credits opportunities from evening-time events rather than the lunch hour as most members seem to prefer ● Chapter Dues <ul style="list-style-type: none"> ○ deadline for reporting to ASLA is mid-July, so a vote must be taken during the next ExComm meeting ○ some chapters vary dues for full and associate members ○ waive Chapter dues for 2020 graduates? ○ be competitive with MD and VA chapters 	
7:33	<p>Equity, Diversity, and Inclusion</p> <ul style="list-style-type: none"> ● e-Blast going out tomorrow in response to ‘BLM’ movement ● solicit member outreach to the Chapter with ideas <ul style="list-style-type: none"> ○ see Stephanie Roa’s recent email to the ExComm ○ a new scholarship ○ career days at public schools ○ volunteer day ○ small / minority owned business opportunities ○ sensitivity training ○ highlight projects like the Douglass Bridge ○ add an agenda item for the July ExComm meeting ● Strategic Plan Goals review <ul style="list-style-type: none"> ○ Postponed due to time constraints 	Kerri
7:52	<p>move to Executive Session</p> <ul style="list-style-type: none"> ● Annie Varma, Brad Bartell, and Stephanie Roa sign out ● no BOT report, due to Rob being absent 	Kerri
7:54	<p>Nominating Committee Report</p> <ul style="list-style-type: none"> ● ExComm vote to approve Committee’s recommended slate of nominees to appear on the ballot <ul style="list-style-type: none"> ○ motion by Jules, seconded by Carla; unanimous ● last call for updated biographies and photos ● ballot will include five survey questions <ul style="list-style-type: none"> ○ send ideas by early July 	Susan
7:56	<p>Discussion</p> <ul style="list-style-type: none"> ● Annual Meeting Early Bird registration deadline tomorrow ● expect feedback about tomorrow’s e-Blast 	Kerri
8:02	<p>Adjournment</p> <ul style="list-style-type: none"> ● motion by Steve, seconded by Jules; unanimous 	all

Upcoming Events

- June 17, 6:15-7:45pm: Award-Winner Case Studies webinar 1
- July 13, 6-8pm: virtual ExComm meeting
- July 14, 6:15-7:45pm: Award-Winner Case Studies webinar 2