

Executive Committee Meeting Minutes

Date: August 10, 2020; 6-8pm

Zoom

**P O T O M A C
 C H A P T E R
 A M E R I C A N
 S O C I E T Y O F
 L A N D S C A P E
 A R C H I T E C T S**

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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
Guests:
Brad Bartell
Stephanie Roa
Student ASLA Representatives
 Ashley Coates
 Lynda Ramirez-Blust

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

TIME		REPORTER
6:00	Call to Order, Attendance, Ice Breaker	Kerri
6:15	Approval of Consent Agenda <ul style="list-style-type: none"> July Minutes Financial Reports: Balance sheet, profit & loss statement Executive Director's Report Membership Report Motion: Steve, Second: Abby, All in favor 	Kerri
6:20	Investment Report <ul style="list-style-type: none"> \$36,400 invested to date; \$3800 accumulated gain 	Susan
6:25	Review of CEO Symposium	Kerri
6:30	Review of Chapter Presidents Council (CPC) <ul style="list-style-type: none"> Membership pledge to meet with 5 firms to recruit members by Fall 2020 - Decision to move forward with this. If interested, email Susan, Kerri or Matt Chapters discussed what they are doing to increase diversity in their membership and programs, including awards. Climate Action Network being formed. Will be looking for a volunteer from each Chapter. 	Matt J.
6:40	Our Proposed New Goal: To highlight the importance of Landscape Architecture within our current context. <ul style="list-style-type: none"> Increased reliance on outdoor space during COVID-19 (for personal health & wellbeing) Increased importance of safe public space for outdoor community gatherings for play, exercise, free speech, and cultural events <ul style="list-style-type: none"> Move into Breakout Rooms to discuss the 2 subpoints. 	Kerri All
7:10	Report from 2 breakout rooms <ul style="list-style-type: none"> Kerri reported for breakout room #1 <ul style="list-style-type: none"> Tools: <ul style="list-style-type: none"> 1. Venn Diagram 2. Outdoor space and health statistics, especially regarding obesity and mental health Action Items: <ul style="list-style-type: none"> 1. Panel discussion which would attract people from varied fields such as healthcare and the business community 2. Social Media series – show transformation of parking lots (before and after) call to action or question: can we continue? What comes next? Matt reported for breakout room #2 <ul style="list-style-type: none"> Webinar ideas such as local projects by Open Architecture DC, Kendra Hyson, Neighborhood Design Center and Groundsmith Collective (Kelley Okleson)'s work, Ayers Saint Gross, Society for College and University Planning (SCUP). Look for groups working with communities in need, both related to COVID and to BLM Virtual tours of school projects, playgrounds and schools for social distancing 	Kerri, Matt

	<ul style="list-style-type: none"> ○ Panel discussion about the differences between public and private space ○ Joining forces with ULI again or other groups, like NBM ○ How to make playgrounds safer? ○ Sidebar idea: webinar on virtual charrettes and meeting and lessons learned. ○ Kerri will contact Educational Outreach Committee. 	
7:25	<p>Park(ing) Day on 9/18/20</p> <ul style="list-style-type: none"> ● Abby presented 'Design for Distancing' ● Discussion about doing a webinar for Park(ing) Day ● Decision: Susan to get in touch with Neighborhood Design Center (NDC) and Ayers St. Gross and SCUP to see what we can do. ● Abby to write up paragraph about how this would play out with NDC. 	Abby
7:30	<p>Reports on Calls to Members</p> <p>Members appreciate being contacted. It makes them feel they are being seen.</p>	all
7:50	<p>Other Business</p> <ul style="list-style-type: none"> ● Board of Trustees Report – 8/31 the new CEO starts; financially ok, not great; hoping insurance pays for conference cancellation. ASLA conference will probably not be free; New mentorship program for members ● Planning Retreat 	Rob Kerri
8:00	<p>Adjournment</p> <p>Motion to adjourn- Steve, Second- Rob</p>	

Attachment:

- New goal as revised during meeting

Upcoming Events:

- September 14, 6-8pm: ExComm

New goal: To highlight the importance of Landscape Architecture within our current context.

A. Increased reliance on outdoor space during COVID (for public health & personal wellbeing)

Tools:

- 1. Venn Diagram
- 2. Outdoor space and health statistics, especially regarding obesity and mental health

Action Items:

- 1. Panel discussion which would attract people from varied fields such as healthcare and the business community
- 2. Social Media series – show transformation of parking lots and streets (before and after); call to action or question: can we continue? What comes next?

B. Increased importance of equitable access to safe public space for outdoor community gatherings for play, exercise, free speech, and cultural events

- Webinar ideas such as local projects by Open Architecture DC, Kendra Hyson, Neighborhood Design Center and Groundsmith Collective (Kelley Okleson)'s work, Ayers Saint Gross, Society for College and University Planning (SCUP). Look for groups working with communities in need, both related to COVID and to BLM
- Virtual tours of school projects, playgrounds and schools for social distancing
- Panel discussion about the differences between public and private space
- Joining forces with ULI again or other groups, like NBM
- How to make playgrounds safer?