

Executive Committee Meeting Minutes

Date: Nov. 9, 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
Annie Varma

Student ASLA Representatives
Ashley Coates
Lynda Ramirez-Blust

TIME		REPORTER
6:00	Toast to Kerri, Call to Order, Attendance	Kerri
6:05	Approval of Consent Agenda <ul style="list-style-type: none"> September Minutes Financial Reports: Balance sheet, profit & loss statement Motion: Laurie Beth, Second: Matt Johnston, All in favor 	Kerri
6:10	Investment Report <ul style="list-style-type: none"> \$48,768 total in our investment account at 10/31. \$4,200 annual gain to date. 	Susan
6:15	Report on Exterior Spaces Webinar: <ul style="list-style-type: none"> 1 ½ hr Zoom webinar and people stayed the entire time and had good questions. 98 signed up, over 70 attended. Good mix of owner, developer; an attendee suggested adding a County or City staff person next time to round out the panel Prep dry run the day before was important. Comment from attendees was they wanted visuals. Was a glitch that the slides got stuck when people entered the webinar. Was a conversation focused webinar as opposed to a Powerpoint focused webinar. Fantastic conversation. Good to have both types of webinars as people learn in different ways. Teaming with DC and Baltimore AIA and ULI helped boost attendance. Decision: Send chapter swag/t-shirts to panelists. 	Stephanie
6:20	Drawing for Associate ASLA Conference registrations: <ul style="list-style-type: none"> Susan drew and the winners were: Evelyn Courteney (Quinn Evans), Sarah Hutchinson (Wetland Studies & Solution), Megan Barnes (LAF), Mike Stelfox (OVS), Jake Fetig (Rhodeside & Harwell) with Juliet Swanson as alternate out of 12 names. Upshot was the drawing didn't increase membership, was a fun thing to do and a benefit for Associate Members who won. Associate Member numbers are 50% down this year. 	Susan
6:25	Board of Trustees report: <ul style="list-style-type: none"> The Vision is to create a strategic plan over the next 12 months that will guide the next 5-10 years moving forward. This is a different process than previously where we were choosing goals without an overarching strategic plan. Website revamp will be on back burner until strategic plan is developed. ASLA National filed a \$2.5 million insurance claim for incurred costs of annual mtg that didn't take place. Temporary cash flow issues due to outlays for conference, but insurance should cover these. There were break out groups to brainstorm other revenue streams for ASLA. They were updated on the Nancy Somerville case. Can't talk about it. It is in progress. DePass grievance case is still stuck in the courts but is 	Rob

	<p>expected to be covered by insurance.</p> <ul style="list-style-type: none"> • Pushing to increase attendance for ReVision ASLA. • A breakeven budget was passed. A 3% dues increase did not move forward. <p>Chapter Presidents Council (CPC) report:</p> <ul style="list-style-type: none"> • Kerri, Susan, Matt and Annie attended • Take away was importance of reaching out to Associate Members; other chapter presidents said the ExComm takes turns calling associate members • Encourage our ExComm to be mentors; Dennis Nola had an inspiring speech. • 9,000 licensed landscape architects are not members. • Climate Action Committee has divided the country into eco-regions. When will there be a Mid-Atlantic call? • Racial Injustice conversation involved ideas such as founding a non-profit to fundraise and give student scholarships (Michigan) Rob Tilson is very interested in furthering this discussion. • Breakout session about how to add value to the membership. Annie told about the Florida chapter that has a separate newsletter just for emerging professionals. • 70% of the industry is sole proprietorship or small firm. • To raise ASLA profile, use the allied professional network such as AIA, APA, USGBC to have a presence. • Make the case for membership to students – membership is portable. We can help them as they move. 	Kerri, Matt, Annie
6:40	<p>Fellows Nominating Committee report</p> <ul style="list-style-type: none"> • There will be a call this Thursday. • Due February, coming right up. • Recommend Glenn LaRue Smith for knowledge category, Paul Kelsch for knowledge category and Steve Lefton for leadership and management category • Approve nomination of all three • Motion: Rob, Second: Jules, All in favor • Ralph D'Amato another possible nomination, may not happen this year. 	Susan
6:45	<p>Annual Celebration Program, Details and questions:</p> <ul style="list-style-type: none"> • Registration is open • Tell Susan if we will contact a sponsor. • Discussion about whether to invite non-members, whether to invite new licensees. Consensus to invite everyone. 	Kerri
6:55	<p>Breakouts - new goal</p> <p>Breakout Rooms and reports from each group</p> <p>Our Proposed New Goal: To highlight the importance of Landscape Architecture within our current context.</p> <ol style="list-style-type: none"> 1. Increased reliance on outdoor space during COVID-19 (for personal health & wellbeing) Kerri reported back -Health and Wellness presentation planned for mid-January - Matt to email Ex. Director of Park Rx and cc Kerri and Laurie Beth. 2. Increased need for equitable access to safe public space for community gatherings and expression. Matt J. reported back. -BLM webinar planned for 12/3. Title may be 'Public Space as a Medium for Democracy'. Thaisa Way of 	all

	<p>Dumbarton Oaks will interview Nancee Lyons of DPW and one of the artists with Murals DC.</p> <p>Rob questioned whether we're promoting an organization. Matt said we need a carefully crafted statement to make clear we're not taking a political position. Not self-censoring, but being careful. Rob wanted to make sure we don't alienate clients.</p> <ul style="list-style-type: none"> - Jules working on another webinar idea for 2021 – landscape architects working to create public parks in underserved communities; Katharine Dixon of Rebuilding Together DC Alexandria. - Maybe David Wooden to report on Anacostia project. 	
7:25	<p>Other Business</p> <ul style="list-style-type: none"> • Ballard Scholarship next steps <ul style="list-style-type: none"> -could become an endowment fund/501C3 to increase awareness of landscape architecture, to help emerging professionals; Maybe modelled after the Minnesota chapter which has a \$250,000 endowment and gives away \$10,000 a year to help someone travel the state to see how to make landscape architecture better for their area; Ask other chapters what they are doing to promote diversity and the profession itself; Get in touch with Rob to help this effort; Kerri said why not have a Town Hall on Zoom to get members outside of Ex Comm involved. Jan/Feb to have an email blast about a public Zoom meeting to help promote landscape architecture and students; Susan – reach out to past Ballard members to see if they want to get involved; Rob – Where are they now? 20 years of Ballard scholarships revisited. • December ExComm meeting quick questions <ul style="list-style-type: none"> -next meeting will be 12/14 and we can each get a gift card to buy ourselves dinner. • Retreat Notes – anything to add? <ul style="list-style-type: none"> -We need an Educational Outreach Chair. If interested, email Susan. Let Susan know what roles we want to plan. 11/18 if the official start date for the next year of ExComm. • Report of virtual events you've attended – the good & the bad; Matt J. offered that the VA awards show was a pretaped powerpoint that was read from notes. Not the way to go. Rob said the exterior spaces webinar was great. • Other: Rob suggested reaching out to allied professionals to co-sponsor the BLM Plaza event; AIA DC has an 11/18 public space event. We can attend at their member rate. 	<p>Rob</p> <p>Susan</p>
8:00	<p>Adjournment</p> <p>Motion to adjourn- Rob, Second- Brad</p>	

Upcoming Events:

- Dec 3, 3:30 – 5pm; BLM webinar
- Dec 10, 6-8pm; Annual Celebration
- Dec 14, 6-8pm: ExComm Meeting