



Notes from our Planning Retreat, Day 1: Oct. 13, 2020

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2019-2020**

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Annie Varma
Brad Bartell
Stephanie Roa

Breakout groups on our new goal: To highlight the importance of Landscape Architecture within our current context. See attached for details from the breakout group reports.

Susan reviewed the year-end financial projection, as well as membership projections. The membership projection and resulting year-end financial projection of dues shows a 7% decrease from 2019, which is what ASLA National is seeing. The biggest drop is in Associate members, which is also the case with the Chapter. The Chapter wants to show that we care about Associate members.

The group discussed what, if any, budget money they wanted to spend for the remainder of the year and agreed on the following:

To allocate \$1000 for 5 registrations to the ASLA virtual conference for Associate members to be raffled off. Only criteria: that the Associate member must be current/have paid in 2020, i.e. no one in their grace period would be eligible.

Laurie Beth and Susan reviewed the plans for the virtual Annual Celebration (schedule attached). Kahoot will be used for the trivia part of the event. Cost of Kahoot will probably be \$480 for a year (for up to 100 players). If we have a larger attendance, the cost will be \$720. There is room in the budget for this expense.

The members agreed to keep the timing the same for our awards for 2021 and to revisit the possibility of a Regional Conference with MD and VA after VA ASLA's upcoming virtual conference.

Susan discussed the results of the survey she sent to sponsors and ideas for sponsorships for the Annual Celebration. She asked for ideas for virtual sponsorships for the 2021 sponsorship menu. Some other activities that groups are doing are outdoor movie nights in parking lots, and road show of products.

Attached: new goal as updated in November

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-from Aug. ExComm meeting:

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

Action Items-from Aug. ExComm meeting:

- 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?

Action Items-from Sept. ExComm meeting:

- Panel Discussion 'The Future of Retail' Stephanie P. has a panel with Luis Gonzales and Matt Renauld that will probably no longer be in the ASLA conference. Joint Potomac/MD panel on how restaurants & retail are pivoting to use outdoor space during COVID; possibly joint ASLA/ULI Chapter event. Stephanie to reach out to co-panelists; Carla to reach out to ULI
- Social Media to promote and educate about the panel discussion rather than a new social media series.

From Oct. Retreat-for mid-January program

- Cardio/neurology/psychology (different medical sectors) discuss
- Tie to New Year health and wellness goals typical for that time of year, highlight role of landscape architects in that context
- Horticultural Therapy (Mike S. will look up national organization)
- Forest bathing
- What are best groups to be involved?
- Susan has some healthcare association contacts
- See New Yorker article (invite author? – Stephanie saw article) "The Therapeutic Power of Gardening" <https://www.newyorker.com/magazine/2020/08/24/the-therapeutic-power-of-gardening>
- Susan – saw doctor prescribed outdoor time for mental health and obesity: https://www.washingtonpost.com/national/health-science/why-one-dc-doctor-is-prescribing-walks-in-the-park-instead-of-pills/2015/05/28/03a54004-fb45-11e4-9ef4-1bb7ce3b3fb7_story.html
- Audience? – make a broader group aware of the interaction of people/landscape/other professionals – so LA's and healthcare professionals invited, the start of a discussion between professions
- Include municipal agencies (planning/parks/DOT's), hospital board members
- Check local hospital projects PoASLA board members are a part of
- [ParkRx](#) (Matt Johnston knows their Exec. Director)
- Jay Graham talked about using concepts from Nature Sacred in their award-winning project, [Aberdeen Creek](#). You can find out more about Nature Sacred [here](#). Jay may be on their board.

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?

From Sept. ExComm mtg:

- Webinar ideas on specific projects that have addressed these issues:
- Highlighting local parks such as Alethia Tanner Park (NBW), need to find others that are open
- BLM Plaza – MJ will contact Stephanie Roa to discuss and consider contacts at Office of the Mayor
- Ed Harlem Park neighborhood master plan – ASG (Harlemparkcdc.org) - Abby will investigate (?)
- Rebuilding Together Alexandria/DC – Jules will follow up

From Oct. Retreat:

- Stephanie R. looking into webinar on Nov. 10 with Nancee from Dept. of Public works DC for BLM plaza. 1hour to 1.5 hour webinar. She is Public outreach with Murals DC or DPW
- Matt J. working on paperwork for BLM plaza webinar for LACES and define goals of webinar with Nancy
- Should be free/no charge webinar
- Jules to look into Rebuilding Together ALX/DC about equitable spaces [Post-retreat Katharine Dixon with Rebuilding Together DC – Alexandria is willing to speak about her work.]
- How do they work with the community
- Abby to check with coworker Amber about Harlem Park and NDC work

Post-Retreat:

- Stephanie R: Wanted to share this list of Diversity, Equity and Inclusion resources that may be helpful as we develop content around our 2nd goal of safe + equitable access to public spaces for community and self-expression: <https://americas.uli.org/real-estate-and-social-equity/> . The "Parks" section, which speaks to the importance of and inequity of access to open spaces may be of particular interest!