

**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**

715 G Street, SE
Washington, DC 20003

202-827-7380
info@potomacasla.org

**Executive Committee
2019-2020**

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President-Elect
Matt Johnston

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Matthew Sellers
Mike Stelfox
Abigail Thomas

Incoming ExComm members
Annie Varma
Brad Bartell
Stephanie Roa

Discussion questions: The Retreat started with a discussion of these questions:

1. What changes have taken place as a result of COVID-19 that have created immediate and future opportunities for members?
2. What challenges and hard decisions are our members facing now, and in the next 6 months?
3. How are we making a difference in the lives of our members? (Or it could be How CAN we make a difference in the lives of our members.)

Some ideas and comments:

- Prioritization of bike lanes, more pedestrian-friendly streets, outdoor learning
- More people are spending time outdoors, talking to neighbors and on residential streets
- Outdoor amenities are popular
- Gardens and yards are important
- Idea of street as a sidewalk and improved sidewalks
- Fast food: drive up and delivery. Parking changes as drivers wait to pick up food and delivery trucks are in neighborhoods (both food & Amazon trucks)
- Slow down of urbanization and revisiting sprawl
- Reuse of space in projects
- Review process slowed while govts. Figure out how to act
- Keep making connection of health to nature
- Availability of materials impacted. Supply chain issues. Could advocate for local & sustainable materials.
- "Remember when everyone wanted to be outside" could be a social media campaign post-COVID
- Layoffs: help members see the value of our network and ways to differentiate themselves/their firms
- The unknown-how to plan
- Higher ed and public sector budgets contracting
- How to start your new job virtually
- Communication challenges within the office, esp. with younger employees
- Get firms to share with each other their challenges and successes of working virtually, getting back into the office, technology, etc. Use breakout rooms for sm. Groups.
- Community meetings are now virtual.
- Virtual charrettes.
- Lots of opportunities for use of outdoor space. We need to lead that and not let the architects or others think they can do it.
- Possible Chapter virtual happy hours.
- Keep making calls to members & doing and promoting webinars: well received by members.

Breakout Reports

Educational Outreach (Matt S., Lindsay, Annie, Kerri, Carla, Stephanie R., Laurie Beth, Steve)

- Steve talked about possible partnership with FLAA (K-12). Click [here](#) for details.
- ASLA has [some lesson plans](#) developed.
- Group discussed what education level we should focus on: elementary, middle, or high school
- STEM Fair
- AIA Design week – STEM Fair?
- Future Cities conference
- National Building Museum
- Find opportunities out there to connect to
- Discussed how to get into a school
- Shadowing
- Virtual office visits

- Career Days
- DCPS: Find an individual at a particular school. Don't go through DCPS.
- Phelps School (Matt S. has contact.)
- Look at schools in underserved communities
- Volunteer day: see what Mahan Rykiel has done; Lindsay to check on OvS.
- Event with firms (sponsors) that have designed playgrounds and get kids and school community (parents, teachers, etc.) there

Ballard Scholarship (Rob, Matt J., Abby, Brad, Jules, Mike S., Stephanie P.)

- Help Emerging Professionals (Eps)
 - Design competition to promote profession and give grants to EPs to help pay for educational costs, e.g. LARE, student loans
- Scholarship(s) to DC area residents who went to high school here and in at least 3rd year of college in LA or related major
 - High school outreach to school counselors in the DMV to inform them of scholarship
 - Inform LA professors of scholarship
- Could we partner with LAF/TCLF to administer our grants in our name? Also Casey Trees, Chesapeake Bay Foundation. TCLF has a Darwina Neal scholarship.
- Follow up series: Where are they now (past Ballard scholars)
- Need to develop strategic plan for the Ballard to finalize 2021 scholarships
 - How & where do we distribute the money we're making on our investments?
 - Don't want to touch principal; as principal grows, interest and funds available for scholarships will grow
 - Look at what the Chapter makes annually. Do we add that to the Ballard fund?

Other discussion

- Could add grant to sponsorship menu as an option
- Design competition for Chapter Emerging Professional members with winner(s) receiving a Ballard scholarship/grant. Design competition could be for pro-bono work for local community organization/park/playground.

Annual Celebration program & sponsorship menu (both attached as finalized)

- Ask Bob Alter whether to invite BAID. [He said we should.]
- Recognize Bob Alter and Marsha Lea for their work on DC licensure; also Sarah Couchman and Chris Weir for LA CES admin work
- Also recognize past ExComm members, Chapter Presidents, Fellows

Other Sponsorships

- Each ExComm member to bring 5-10 prospective sponsors to Nov. ExComm meeting
- Ask firms what environmental and other firms they subcontract to (possible sponsors)