Notes from our Planning Retreat, Day 2: Oct. 15, 2020

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 years 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 govs. Figure out how to act
- Keep making connection of health to nature
- “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)
  o 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
  o High school outreach to school counselors in the DMV to inform them of scholarship
  o 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
  o How & where do we distribute the money we’re making on our investments?
  o Don’t want to touch principal; as principal grows, interest and funds available for scholarships will grow
  o 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)