



Executive Committee Meeting Minutes

Date: March 8, 2021; 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

715 G Street, SE
Washington, DC 20003

202-827-7380
info@potomacasla.org

**Executive Committee
2020-2021**

President
Matt Johnston

President-Elect
Annie Varma

Immediate Past President
Kerri Blackman

Trustee
Rob Tilson

Secretary
Carla Ellern

Treasurer
Matthew Sellers

Executive Director
Susan Newman

Members At-Large
Brad Bartell
Laurie Beth Donnachie
Lindsay Hand
Jules Krinsky
Stephen McLaughlin
Stephanie Roa
Mike Stelfox
Abigail Thomas

Bold name(s) absent

<u>TIME</u>		<u>REPORTER</u>
6:00	Call to Order, Attendance	Matt J.
6:05	Approval of Consent Agenda <ul style="list-style-type: none"> Motion to approve the consent agenda: Annie, Second: Rob Tilson. The consent agenda was approved. 	Matt J.
6:10	Investment Account Report Investing \$3,000 per month; we still have at least 75% in reserves. Total: \$68,828.27; \$12,865.40 net lifetime gain (since inception last year).	Matt S.
6:15	Board of Trustees Report: -Rob updated the Ex Comm about ASLA National's efforts to update the organization's strategic plan. Torey Carter-Coneen has been holding Town Meetings with regional trustees, meeting with member focus groups and gathering input through a 2-part online survey of members. - ASLA National is also focusing on creating a cohesive communications strategy. -The goal is a strategic plan by the next conference. - ASLA national would like to do a new strategic plan every 2 years. Ballard Scholarship revised criteria Rob reviewed where we are on updating the Ballard Scholarship now that we have no local landscape architecture schools. <ol style="list-style-type: none"> We are still thinking about how the Ballard will be organized in the future. The current thinking is that it will be a national scholarship, whose recipient will be required to have gone to a local high school. Need to determine map/radius. Several different maps were suggested. Rob and Susan will craft a motion for scholarship requirements and will email to the ExComm.	Rob
6:30	Executive Director's Report Susan updated the ExComm on the following: <ul style="list-style-type: none"> Awards status – DEADLINE 2 weeks from today. Sponsorship report – going well. \$18,750 of the \$25,000 budgeted already received. DCRA/BAIDLA Conference session ideas 	Susan
6:40	Educational Outreach Report: Stephanie gave an update: <ol style="list-style-type: none"> Brad to work with ASLA on a design competition with the digital technology PPN Rachel, educational outreach coordinator at AIA DC, doing a summer camp for ages 8-12 with a landscape architecture day on Friday 7/16, 9-11 am; NEEDS VOLUNTEERS 	Stephanie R.

	<p>3. NBM – We said we would support their gala, but haven't heard back.</p> <p>4. We could compile educational outreach resources on our Potomac ASLA website; we could direct people to the ASLA national resources.</p> <p>5. Other ideas: Eblast to find out what other firms are doing; Highlight what some of our members are doing such as LandDesign's 'Studio in a Box' curriculum.</p>	
6:50	<p>Upcoming Events</p> <ul style="list-style-type: none"> Wellness & Nature: Design for Healthier Communities Webinar, 3/18, 1-2pm Looking for advice on moderating; (3) 15 min presentations and a Q&A. ASKING FOR HELP: starting questions for when starting up. Sustainable Methods for Turf Establishment & Maintenance Webinar, 3/30, 12-1pm. Sponsored by BLOOM Country Casual Teak sponsored webinar, 4/13, 11:30am-12:30pm; City Nature Challenge. Photos 4/30-5/3; ID 5/4-9; We do this with AIA DC; use INaturalist app 2020 Lifetime Achievement Awardee Webinar; putting off until summer Rebuilding Together Webinar –Jules update; City of Alexandria, Rebuilding Together, Park Planning City of Alexandria. Trying to get these groups together in the next week or so to talk about what the presentation will be about. End of April webinar (Gala is May 6th)? Regional Conference Program: Brad updates; sent out a call for presentations with a deadline of March 1st. Didn't have huge response; new deadline was today. 14 proposals submitted. 8 hours of LACES credit. GAR webinar: Annie will work on it. Lindsay offered to help. 	<p>Mike</p> <p>Susan</p> <p>Susan</p> <p>Susan</p> <p>Susan</p> <p>Jules</p> <p>Brad</p> <p>Annie</p>
7:10	<p>World LA Month</p> <ul style="list-style-type: none"> Cleanup with Earth Day Network: Partnering with Earth Day Network 4/20 Earth Day. Carla will email Earth Day Network to establish a clean up day. ASLA Instagram Takeover – Lindsay reports we apply to National ASLA to receive one post and 5 stories (lasts for 24 hours). 	<p>Susan</p> <p>Lindsay</p>
7:20	<p>Membership: Reports, Actions</p> <p>Susan reported that membership is down all over; We have learned that renewals drop off between the 1st to the 3rd year. Associate members not renewing. Important to engage folks in the first 3 years of membership; an improved database would help target outreach.</p>	<p>Susan, all</p>
7:30	<p>Board Orientation:</p> <p>Susan's background: over 30 years experience as a CEO and was a French teacher</p> <p>Discussed the development of the board as a collective unit; we adapted quickly to covid. Climate of trust</p> <p>Work on getting diversity on the ExComm – race, age, strengths...</p>	<p>Susan</p>

7:45	Other Business/Discussion What other events do we want to plan? Hikes, outdoor tours... Gala Speaker: 1 st choice is Shalini Vajjhala, Brookings Fellow Motion to adjourn: Jules, Kerri seconded the motion.	Matt J.
	Adjournment	All

Attachments:

- Feb. minutes
- Balance sheet & profit & loss statement
- Investment report
- Ballard Scholarship revised criteria proposal
- Sponsorship Report
- Membership reports, incl. ASLA slides
- Orientation slides

Upcoming Events:

- March 18, 1-2pm: Wellness & Nature: Design for Healthier Communities
- **March 22, 11:59pm: Potomac Chapter Awards Deadline**
- March 30, 12-1pm: Sustainable Methods for Turf Establishment & Maintenance
- **April 12, 6-8pm: ExComm meeting**
- April 13, 11:30am-12:30pm: webinar sponsored by Country Casual Teak
- **May 6: Awards Gala!**