



**Executive Committee Meeting Minutes**

Date: August 9, 2021; 6-8pm  
Zoom

POTOMAC  
CHAPTER  
AMERICAN  
SOCIETY OF  
LANDSCAPE  
ARCHITECTS

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**  
Connie Fan  
Jules Krinsky  
Stephen McLaughlin  
Stephanie Roa  
Mike Stelfox  
Abigail Thomas  
Davis Walker

Guests:  
Kal Almo  
Bob Alter

**absent**

<u>TIME</u>		<u>REPORTER</u>
6:00	Call to Order, Introductions	Matt J.
6:10	Approval of Consent Agenda July Minutes Balance Sheet Profit & Loss Statement Membership Report <b>Motion</b> to Approve the Consent Agenda: Abby Jules Seconded	Matt J.
6:10	Investment Account Report	Susan
6:12	Climate Change Conference discussion <ul style="list-style-type: none"> <li>• National wants us to make regional conferences;</li> <li>• MD/VA/KY/Tenn/WVA is our region;</li> <li>• The conferences will cover Advocacy, projects, people, policies...survey what's going on in your bio region and come up with speakers and a program in order to discuss.</li> <li>• In the future the climate change conference could take the place of the regional conference.</li> <li>• Matt J and Abby have started working on this and asked for volunteers; Volunteers to work on Climate Change Conference are Rob, Carla and Kal;</li> <li>• VA and MD agree that Chesapeake Bay would be a perfect topic area/theme.</li> <li>• Want to move forward</li> <li>• Next steps</li> </ul> Request from MD about modifying CEUs; <ul style="list-style-type: none"> <li>• Grace Fielder asking for volunteers to be on a call sometime in August with the Board; Needs board support.</li> <li>• Rob and Davis volunteer.</li> <li>• Rob – Question will be what is the time and \$ requirement of the people reviewing CEUs?</li> </ul>	Matt J
6:24	Nominating Committee Report & vote <ul style="list-style-type: none"> <li>• Nominating committee met by phone and recommends the attached for our 2021_22 ExComm ballot.</li> </ul> <b>Motion</b> to approve the Nominating Committee recommendation with the Secretary vacancy.  Jules agrees to stand for Secretary.  <b>Motion</b> to add Jules to the slate for secretary; Matt J; Carla seconds. Approved.	Susan
6:36	Events <ul style="list-style-type: none"> <li>• Report on in-person Happy Hour Really nice, good weather, 30 registered, 25 showed up.</li> <li>• August 4 webinar: Lessons Learned part 2: Kerri moderated, 40 registered.</li> </ul>	Kerri

	<ul style="list-style-type: none"> <li>• Tree Diaper sponsored webinar, July 21; How to help plants survive.</li> <li>• 9/8 Nature Conservancy event at the Reach</li> <li>• AIA DC's Design DC, Sept. 21-23; Connie speaking. We are a partnering organization and have applied for LA CES credits.</li> </ul>	
6:55	<p>Membership Federal Sector blitz</p> <ul style="list-style-type: none"> <li>• How can the chapter help people in government teach their workplace about landscape architecture? Steve McLaughlin – Need information about what the profession is all about. In the DC region and beyond. Messaging to agencies, forest service, regional hubs. Educate so people know that landscape architects do what they think Civil engineers and architects do.</li> <li>• Create a list of public sector landscape architects to encourage to join ASLA Christian Gabriel, Chris Shaheen (Public Space Commission); Barbara Byron (Director of Zoning Fairfax County) ; Maureen Joseph, Peter Norden, Alec Balk (DDOT).</li> <li>• Susan suggests making a Google Doc of people/resources for people.</li> </ul> <p>New Member calls</p> <ul style="list-style-type: none"> <li>• Davis Walker recruited someone</li> <li>• Abby recruited Connor and he joined ExComm</li> <li>• Carla called Kal and he's here</li> </ul>	Matt J.
7:09	<p>Advocacy request for funds tabled from last meeting.</p> <ul style="list-style-type: none"> <li>• Susan sent our questions to Janene, the lobbyist/lawyer, but we haven't heard back yet.</li> <li>• Bob Alter: Dena and Marsha Lea said tax issue came up at ExComm and was tabled until we were licensed would then be seen as clearly different from landscapers and akin to architects.</li> <li>• Rob Tilson wants to talk to DC firms before we allocate \$. Wants information from the members to know if they are concerned about the issue and ask them to chip in \$. Thinks we're diving in without a back story.</li> <li>• Bob Alter points out that we're being treated like second class citizens and our financial statements show there's \$ available for this.</li> <li>• Matt J. pointed out the \$ has been allocated in the budget (\$5,000 advocacy grant plus \$4500 from site tour that didn't happen)</li> </ul> <p><b>Motion</b> for \$7,500 retainer for the attorney to start work for 1 month: Carla, Davis seconds</p> <ul style="list-style-type: none"> <li>• Davis offered Kimley Horn's in-house counsel to relay their work on this issue to Janene.</li> <li>• Connie asks for the advocacy committee to be involved from the beginning.</li> <li>• Abby asks about timing of starting contract.</li> <li>• Susan says September/October are the key months. We can start clock at any time.</li> <li>• Rob – send out an email blast. Looking for DC business owners to join the task force to get involved; Rob thinks DC businesses should split the bill.</li> </ul>	All

	Secret ballot. Motion carries.	
7:45	<p>Other Business/Discussion</p> <ul style="list-style-type: none"> <li>• BOT Report Torey + consultant have had small group discussions about our mission and vision statement; a 10 year look ahead of where he sees the profession, the association, and the world going.</li> <li>• Considering changing the name from 'society'; more inclusive with some more micro groups; Black landscape architects group, Asian Pacific Group, Latino group</li> <li>• Identified 10 big tent groups within the profession: sustainability, urban planning, landscape architect. Working on that.</li> <li>• Goal: When BOT meets in Nashville want to have a cohesive mission statement and strategic plan; Torey's good at understanding what needs to be done.</li> <li>• Use words like Empower, move away from words like sustainability; Be member centric in their delivery</li> <li>• Want the regional conferences to continue and strengthen. National ASLA conference is so broad. Want to get professionals engaged locally.</li> </ul>	Rob
8:00	<p>Adjournment <b>Motion</b> to adjourn, Abby; Rob seconds</p>	All

#### Upcoming Events

- Sept. 13, 6-8pm: ExComm meeting
- Sept. 17: Park(ing) Day

---

<u>First NAME</u>	<u>Last Name</u>	<u>Position</u>
Matt	Johnston	Immediate Past President
Annie	Varma	President
Carla	Ellern	President-Elect
Rob	Tilson	Trustee
Jules	Krinsky	Secretary
Matt	Sellers	Treasurer
Brad	Bartell	at-large
Connie	Fan	at-large
Jennifer	Horn	at-large
Tony	Kostreski	at-large
Connor	Price	at-large
Mike	Stelfox	at-large
Dan	Straub	at-large
Abby	Thomas	at-large
Davis	Walker	at-large