



Executive Committee Meeting Minutes

Date: September 13, 2021; 6-8pm
Zoom

POTOMAC
CHAPTER
AMERICAN
SOCIETY OF
LANDSCAPE
ARCHITECTS

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**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:
Tony Kostreski
Kal Almo
Connor Price
Dan Straub

Absent

<u>TIME</u>		<u>REPORTER</u>
6:00	Call to Order, Introductions	Matt J.
6:10	Motion to approve the consent agenda: Matt Johnson Brad seconds August Minutes; Balance Sheet; Profit & Loss Statement	Matt J.
6:15	Investment Account Report – doing well with a market value of \$88,459 and a lifetime accumulated gain of 31%.	Matt S.
6:20	Report on Amplify Conference <ul style="list-style-type: none"> • 1st day focused on licensure – threats • 2nd day focused on climate change Daniel Straub – fascinated with the first session, VA posted how they dealt with the sunset law, problem in Illinois right now with threat to LA licensure. Licensure in DC is strong. -Pamela Conrad is doing great stuff on climate change. Be aware of it. 'Pathfinder' -Trying to diversify and add more people into the profession. Is that diluting it? Making a national process? Simplify the registration so it doesn't deter people.	Matt J., Abby, Dan
6:50	Climate Action Conference discussion -First meeting or working group to be later this week. -Collaborate with MD and VA to put together a climate action summit next year. -Need a date, agenda -Tour of the Chevy Chase Club grounds: Friday, October 1st, 3-5 pm	Matt J.
7:15	Federal Sector Membership Blitz GSA, Forest Service... Looking for volunteers to encourage our federal sector members to get involved. We can improve our outreach. Webinar panel idea of public sector reps to share their career paths and work and show how they contribute to the profession. Aim for late October. Connie to take lead. See below.	Matt J.
7:25	Membership <ul style="list-style-type: none"> • Membership Report – our numbers are stable, but we're not growing. Associate – First 5 years of membership national dues are reduced; last year we cut the chapter dues for Associate members to \$50, for 2022 we cut it to \$25; students are free, but with no WAAC, so we don't have student members any longer. <ol style="list-style-type: none"> 1. Annie remembers we spoke about sending a questionnaire about how to inspire involvement 2. Maybe LAs in the public sector are the lone wolves in their departments so they feel less of a connection? 3. Connie heard from a fed landscape architect that the chapter was doing nothing for them. 	Susan All

	<p>4. Why do people want to join? To network. Public sector people have more secure jobs. What is another driver? ULI reduces fees for public sector folks. Has National considered reducing dues for public sector LAs? Their employers are not paying. Higher cost for private sector. Host public sector events.</p> <p>5. IDEA: Panel about career moves in the public sector, 3-5 people, maybe twice a year. To recognize what they do. Public sector folks can talk about their career moves. What if they don't consider themselves LAs anymore? So what? That's how they started. They're still LAs. We need to show the full spectrum of the profession. Highlight through a webinar, other events...Planners who negotiate with developers etc. create opportunities for LAs.</p> <p>6. ASLA National has been focusing on the question about what are we giving our members? Why are they leaving?</p> <p>7. ACTION: Webinar about the public sector career path. Late October.</p> <p>8. Rob Tilson suggests Barbara Byron, Matt Sellars, Pete Norden, Claire Bedat, Alit Balk with DDOT, Meredith Upchurch DOEE</p> <ul style="list-style-type: none"> • Report on calls to new members – Susan will resend the call list again. 	
7:45	<p>Other Business/Discussion</p> <ul style="list-style-type: none"> • BOT Report – <ul style="list-style-type: none"> -Rob reports board has been busy with the strategic plan; Multiple calls throughout the year; Special BOT meeting October 19th to prepare strategic plan to move it forward for vote in Nashville; Rob is excited. Want to make ASLA more member driven than in the past. -Daniel Straub said, Equity and Climate Change were the 2 big goals of the Amplify Conference. Rob thinks the goals will be bigger and broader. -Connie was invited to 2 arch. judging panels; she was the only landscape architect. Telling Rob to tell national we want to educate architects about what landscape architects do. -Annie – we want to raise the profession up, collaborate with allied professions so our role is made evident. • River Farm – NoVa Parks organizing. AHS wants to just sell and get out. 5 want to sell, 5 want to stay; the Executive Director is from another part of the country. New offer for River Farm and Moody Graham parcel and another parcel – 55 acres. Tomorrow board of Supervisors will vote on it. Attorney for AHS keeps asking for delay, saying they don't need public access. • Landscape architects that practice in DC should register in DC. Landscape architecture firms that are located in DC should register in DC. • AIA DC virtual Open Houses 9/16 & 9/23; we should go. Register to make connections with Archs. • Seeking an educational chair to replace Stephanie Roa, worked to build connections with 	<p>Rob</p> <p>Dan</p> <p>Susan</p> <p>Matt J.</p>

	<p>ASLA and AIA DC. Would love for the relationships to continue.</p> <ul style="list-style-type: none"> • Who's going to Nashville? Matt Johnston, Rob, Abby, Davis, Tony are going. Fares may go down October 1st. Rob says the trade show is a money maker so ASLA needs people to show up. • Voting closes 9/16 • When to meet in October; planning session(s): Monday October 11th 4-6 pm is the most popular • Darwina Neal passed September 4th. • Picnic is a good idea; Ex Comm suggests looking at an alternate location to Fort Hunt. 	
8:00	<p>Motion to adjourn carried unanimously. Adjournment</p>	All

Upcoming Events

- Sept. 16: AIA DC virtual Open House-AECOM
- Sept. 17: Park(ing) Day
- Sept. 21-23: DesignDC
- Sept. 23: AIA DC virtual Open House-HOK