



**2022-23 Executive Committee Meeting Minutes**

Date: Feb. 13, 2023; 5:00-7:00pm  
Zoom

POTOMAC  
CHAPTER  
AMERICAN  
SOCIETY OF  
LANDSCAPE  
ARCHITECTS

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**Executive Committee  
2022-2023**

*President*  
Carla Ellem (Present)

*President-Elect*  
Matthew Sellers (Absent)

*Immediate Past President*  
Annie Varma (Absent)

*Trustee*  
Rob Tilson (Present)

*Secretary*  
Jules Krinsky (Present)

*Treasurer*  
Daniel Straub (Present)

*Executive Director*  
Susan Newman (Present)

*Members At-Large*  
Khalid Almo (Present)  
Brad Bartell (Present)  
Connie Fan (Present)  
Loren Helgason (Absent)  
Jennifer Horn (Present)  
Tony Kostreski (Absent)  
Craig McClure (Absent)  
Kelley Okleson (Present)  
Connor Price (Present)  
Davis Walker (Absent)

*Guest:*  
Leslie Conroy (Present)

<u>TIME</u>		<u>REPORTER</u>
5:00	Call to Order	Carla
5:05	Approval of Consent Agenda <ul style="list-style-type: none"> <li>January 9 Minutes</li> <li>Membership Report</li> <li>Balance sheet, Profit &amp; Loss statement</li> <li>Investment Report</li> <li>Report of Executive Director</li> </ul> <p>Jules makes motion to approve consent agenda. Kelley seconds motion</p> <p>Motion carries.</p>	Carla
5:10	Review of Potomac Chapter policy manual <p>Susan reviewed the existing Chapter policy manual with ExComm with special focus on the responsibilities of ExComm members.</p>	Susan
5:30	Advocacy & Fundraising Update: Sales Tax <p>Lesley reported that the lobbyist has scheduled a meeting with Councilmember Allen and our task force for tomorrow. We will be asking him to introduce a bill, which will remove the sales tax charged on landscape architectural services. Once the meeting occurs and we have him or another councilmember willing to introduce the bill, we will send an eblast to our members and start to line up members to testify when the hearing takes place.</p> <p>Lesley reported that \$1500 in contributions has been received and asked for more support from ExComm members. She is creating a spreadsheet she can share where people can volunteer to contact others and ask for contributions.</p> <p>While contributions are not tax deductible, Rob noted that they are deductible as a business expense.</p>	Lesley Conroy
5:50	2023 Gala Update <ul style="list-style-type: none"> <li>May 11 at River Farm (same cost, etc. as last year)</li> <li>Catering: Purple Onion (same caterer) has been contracted.</li> <li>Sponsors: Premiere Sponsors are confirmed (Landscape Forms, Victor Stanley, Country Casual Teak). Susan will follow up with last year's Gala Sponsors: Vestre and Vectorworks. She asks for help recruiting other sponsors.</li> <li>Gala ticket prices</li> </ul> <p>Susan recommended that we keep the ticket prices the same as 2019's, namely \$155/early-bird, \$175 advance, \$195 regular, and adding \$275 for late (last</p>	Susan

	<p>4 days of registration, due to caterer's increase at that point). ExComm agreed.</p> <ul style="list-style-type: none"> <li>Gala speaker recommendations</li> </ul> <p>Jules makes motion to invite Torey Carter-Conneen to be the speaker at the Gala with Christian Gabriel as a potential alternate. Brad seconds motion.</p> <p>Motion carries.</p>	
6:10	<p>Other Business/Reports</p> <p><u>Foundation incorporation and votes needed</u> In order to incorporate a Foundation in DC and move forward with obtaining Section 501(c)(3) tax-exempt status as previously agreed, the following actions were taken:</p> <ol style="list-style-type: none"> <li>1. Dan moved to authorize the filing of IRS Form 1023 to qualify the Foundation as a public charity and as a supporting organization to the Chapter (including the application to obtain an EIN). Rob seconds.  Motion carries.</li> <li>2. Dan moved to appoint Bob Alter as the registered agent and to use his address as the registered office for the Foundation in DC. Rob seconds.  Motion Carries.</li> <li>3. Dan nominates the following to serve as Foundation trustees with there being staggered 1- and 2-year terms: Annie Varma, Matt Sellars, Abby Thomas, Rob Tilson, and Jennifer Horn. Rob seconds.  Motion carries</li> </ol> <p><u>Ballard Scholarship:</u></p> <ul style="list-style-type: none"> <li>• Rob has started the preamble to include the history of Ed Ballard and will finish the application.</li> <li>• Susan has gotten a list of accredited LA programs from ASLA, with email addresses, and will be able to send the initial email, once the application has been finalized.</li> <li>• Carla will divide up the list of universities for ExComm members to follow up, after the initial email.</li> <li>• If we are able to finalize the Ballard application soon, we could perhaps award Ballard scholarships at our Annual Celebration in Nov/Dec.</li> </ul> <p><u>Sponsorships:</u> Susan reviewed confirmed sponsors to date and ask ExComm members for help recruiting more. Connie volunteered to contact Hubbell Lighting and said lighting</p>	<p>Susan</p> <p>Rob</p> <p>Susan</p>

	<p>companies should sponsor. Rob will help with Columbia Green and Techo-Bloc.</p> <p><u>Public Sector webinars</u> Susan reported Connie's ideas for 3 webinars stemming from the legacy of EDAW its people and will first work on Leadership: Breaking the Glass Ceiling.</p> <p><u>LARE webinars</u> First one is Feb. 23, 15 are currently registered. Rob recommended that the second webinar date be confirmed so it can be announced on Feb. 23.</p> <p><u>Educational Outreach</u> In addition to her written report, Jennifer announced a STEM/Science Fair in Fairfax County in April, as well as a portfolio review at UMD.</p> <p><u>Feb. 22 Happy Hour sponsored by Anova</u> Please register if you can come. Currently only 9 members are registered and the VP of Sales from Anova will be there.</p>	<p>Susan</p> <p>Jules</p> <p>Jennifer</p> <p>Susan</p>
6:50	<p>Executive Session (if needed)</p> <ul style="list-style-type: none"> <li>• Lifetime Achievement Award recommendation from Nominating Committee</li> <li>• Fellows Nominating Committee recommendation</li> </ul> <p>Rob makes motion to select Dennis Carmichael for the lifetime Achievement Award.</p> <p>Dan Seconds</p> <p>Motion Carries.</p> <p>ExComm members shared ideas of others who could be contacted to write something to promote Dennis's award.</p> <p>Dan makes motion to approve the Chapter's nomination of Connie Fan to Fellow.</p> <p>Rob seconds.</p> <p>Motion carries.</p>	<p>Susan</p> <p>Susan</p>
7:00	<p>Adjournment</p> <p>Dan makes motion to adjourn. Rob seconds motion.</p> <p>Motion carries.</p>	<p>All</p>

**Attachments:**

- January 9 Minutes
- Membership report
- Balance Sheet, Profit & Loss Statement
- Investment report
- Report of Executive Director
- Potomac Chapter policy manual

- Sales tax report
- Sponsorship update
- Ed Outreach report

**Feb. 22, 6-8pm: Networking Happy Hour**

**Feb. 23, 5:30-7:30pm: LARE webinar**

**March 13: Next ExComm Meeting**

**March 17: Deadline for Professional and Emerging Leader Awards submissions**