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## Indiana Chapter

### DECEMBER MEETING MINUTES

Location: Holeman Landscape Design, 7871 Hague Rd, Indianapolis, IN 46256;

Date: Wednesday, December 16, 2015: 4:00pm-6:00pm

Call in: 800-377-8846 Participant: 14027534 Leader - 81621054

**In attendance:** Bill Kincius, David Gorden, April Westcott, Rachel Johnson, Tammy Doty-Davis, Kristopher May, Alex Salmins, Liz Mooney, Lana Merrill (Call-in)

**Approval of Minutes:** November EXCOM meeting minutes (see attached)

David motioned to approve November minutes. April brought forward an item that needs amended on the November minutes. *(April made a motion to approve the Treasurer's report. Motion was seconded by Drew.*

*Motion was approved unanimously)*

- Motion to approve November minutes with ammendments made by David
- Motion seconded by Tammy
- Motion approved unanimously

### OFFICER REPORTS

#### Review Attached Reports

President's Report (See attached) – Jonathon Geels (led by Bill Kincius)

- Discussion about how to improve space for vendors at annual meeting.
- Discussion about budget - Tabled Budget for approval pending input/clarification from Treasurer, Past Treasurer and President
- Recommendations were made regarding revisions to sponsorship packet
  - April to send mark-ups of sponsorship packet to Jonathon
- Phone numbers were added to Executive Committee Document
  - April to send mark-ups of document to Jonathon
- April sent thank you's to speakers from annual INASLA meeting.
- Midwest Licensure Caucus meeting – Bill spoke on the importance of supporting other states. We don't want deregulation there to be a roadmap for deregulation in our state.
- Location Change for January Meeting – MKSK office in West Lafayette. Welcome to arrive early an work in conference room
- Everyone should check out the proposed locations for Executive Committee montly meetings. Bill and April's offices can both be last minute back-up for meeting locations.
- Jonathon – Date on calendar in google docs needs changed to 2016

Trustee's Report – David Gorden

- Update on progress of National Headquarters and discussion about donation made by Indiana chapter.

Treasurer's Report – Michelle Taggart (see attached)

- Discussion about expenses
- Motion to approve all 3 reports made my Rachel
- Motion seconded by Kris
- Motion approved unanimously.

## STANDING COMMITTEE REPORTS

- Committees need to plan first meeting. Plan out year, budget, activities, deadlines. Update meeting times on google docs calendar so meeting times don't overlap

### Review Attached Reports:

#### PR

- April will be going to Charleston in January. She find out the direction of National and learn about the new campaign.
- David has PR conference call tomorrow (12/17/15)
- April discussed social media
  - Facebook – December posts are up 4%
    - Get your company to “like” INASLA Facebook Page. That allows INASLA to tag different companies in posts.
  - Instagram – up 4%
  - LinkedIn – Still Struggling
- April talked about the need to put out a call for Annual meeting speakers ASAP. Would be nice for deadlines to coincide with National.
- Let April know if something needs advertised.
- Bill discussed the idea of selling access to membership. Sponsors could have their own day on INASLA social media accounts to get their message out to membership.

#### Continuing Education

- April mentioned the Horticulture Symposium – February 20, 2016
- David mentioned the Indiana Green Expo – Convention Center January 6, 2016
- Bill mentioned the Arborist annual event – January 19, 2016
  - April to advertise Arborist Event
- Tammy mentioned the Indiana Parks and Rec. Conference – January 12<sup>th</sup> and 13<sup>th</sup> in Bloomington
- Discussion about Summer Series – Sponsors to offer evening CEUs
  - Jonathon to include Summer Series idea in Thank You Notes to sponsors

#### Membership/Communications

- Brett to submit email update to elaborate on communication report

#### Fellows

- No official upate
- Discussion about who was being nominated (Scott Siefker, Eric Ernstberger, David Gorden) and where they are in the process (sent information to Adam, phone conversations)

#### Advocacy Summit

- Rachel spoke about the Government affairs goals and being part of the host committee for Summit 2016
- There was discussion about how to get the most out of having a lobbyist. April brought up the ideal of combined lobbying.
- David spoke with Executive Director of AIA and the General consensus was to possibly use the same lobbyist but it's best to retain/hire independently.
- There was also discussion about the idea of a Midwest Landscape Architecture lobbyist,.
- Rachel spoke about the importance of reaching out to municipalities to make them aware of a Landscape Architects abilities.
- There was discussion about which communities to target to sign declaration for World Landscape Architecture month. Bill thinks it's best to try and grown the program and take it to any community who is willing to participate.

- Purpose of this is to show how we are promoting the profession

#### **Old Business**

- Retreat Recap
- Holiday Party Recap (See attachment)
  - Great Student turnout. Purdue brought van to make things easier for students (22 total from both universities.)
- Emerging Professionals Updates (See attachment)
  - Lana to look into meeting with students while Executive Committee is on campus for monthly meeting.
  - Ball State has new Student Chapter Board (several old board members will be on the World Trip)
  - Students will let us know when chapters do things
  - Study Sessions for LARE
    - Weekly hour long meetings for about 6 weeks before test

#### **New Business**

- **Review Chapter Operations Excel File**
  - Review proposed meeting locations (note ASLA Mid-Year Meeting conflict with May ExComm Meeting)
    - Propose May 25<sup>th</sup> as replacement date for May 18<sup>th</sup> meeting with conflict.
  - Review Committees
  - Review Operating Budget Tab
  - Send comments/questions to Jonathon

#### **Open Floor**

- April needs ideas on annual meeting location
  - Bill discussed the need for vendors to have traffic. May need to get a floorplan of space to be able to show vendors.
  - April discussed the idea of vendors presenting awards and that everyone should keep their ears open for speakers
  - April talked about the need for a back-up keynote speaker
- Everyone should take time to go through Google Doc.

#### **Meeting Close**

#### **Next Meeting:**

Executive Committee Meeting: January 20, 2016 – 4:00pm-6:00pm

Location: MKSK in West Lafayette

## **INASLA President's Report**

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**Jonathon Geels, 12.16.15**

### **Chapter Operations Updates:**

1. Updated Chapter Budget: per recommendations after retreat
2. Still updating the sponsorship packet per Michelle's recommendations; recommend moving forward without changing Golf Outing to allow committee to best determine course of action with allied professions
3. Updated Executive Committee Tab: Including emails, committee assignments, and monthly meetings
4. Coordinated Quarterly Midwest Licensure Caucus Meeting Schedule with IL, KY, MI, OH, WI and ASLA Staff

### **Other**

1. Remaining Chapter Award Certificates delivered/mailed to those not present at meeting
2. Note: ASLA Call For Presentations Open for 2016 Annual Meeting
3. Upcoming items:
  - a. Sending annual sponsorship thank you cards
  - b. Working on end of year report/letter to chapter

**Indiana Chapter of ASLA**  
**Profit & Loss Budget vs. Actual**  
 November 2015 through October 2016

	Nov '15 - Oct 16	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Chapter Income and Sponsorships				
Ann. Sponsor Goal-above target	0.00	1,000.00	-1,000.00	0.0%
Annual Award Program Revenue	0.00	1,000.00	-1,000.00	0.0%
Golf Outing - Sponsor goal	0.00	6,500.00	-6,500.00	0.0%
Gov. Affairs - Grant Goal	0.00	1,000.00	-1,000.00	0.0%
INASLA-AM & Awards Program Fee	0.00	10,000.00	-10,000.00	0.0%
INASLA-AM & Awards Sponsorship	0.00	11,000.00	-11,000.00	0.0%
Membership Dues	1,596.25	12,000.00	-10,403.75	13.3%
Public Aware. Sponsorship Goal	0.00	2,000.00	-2,000.00	0.0%
Summer Social - Sponsor goal	0.00	1,000.00	-1,000.00	0.0%
Chapter Income and Sponsorships - ...	0.00	0.00	0.00	0.0%
<b>Total Chapter Income and Sponsorships</b>	<b>1,596.25</b>	<b>45,500.00</b>	<b>-43,903.75</b>	<b>3.5%</b>
Interest Earned	0.00	0.00	0.00	0.0%
Uncategorized Income	0.00	0.00	0.00	0.0%
<b>Total Income</b>	<b>1,596.25</b>	<b>45,500.00</b>	<b>-43,903.75</b>	<b>3.5%</b>
<b>Expense</b>				
Awards	0.00	0.00	0.00	0.0%
Chapter Expenses				
Archives	0.00	120.00	-120.00	0.0%
CLA Pledge	0.00	1,899.00	-1,899.00	0.0%
Filing fee				
Professional Accounting Fees	0.00	100.00	-100.00	0.0%
<b>Total Filing fee</b>	<b>0.00</b>	<b>100.00</b>	<b>-100.00</b>	<b>0.0%</b>
Misc Business Expenses	0.00	225.00	-225.00	0.0%
PO Box	0.00	74.00	-74.00	0.0%
Postage and Delivery	0.00	0.00	0.00	0.0%
Printing and Reproduction	0.00	0.00	0.00	0.0%
Website	0.00	1,020.00	-1,020.00	0.0%
Chapter Expenses - Othe	0.00	0.00	0.00	0.0%
<b>Total Chapter Expenses</b>	<b>0.00</b>	<b>3,438.00</b>	<b>-3,438.00</b>	<b>0.0%</b>
Meetings	0.00	920.00	-920.00	0.0%
Outside Event Sponsorship	0.00	2,000.00	-2,000.00	0.0%
Reserve Fund set aside	0.00	900.00	-900.00	0.0%
Scholarship Fund - set aside	0.00	900.00	-900.00	0.0%
<b>Special Programs</b>				
Annual Award Program	0.00	200.00	-200.00	0.0%
Emerging Professional Comm	0.00	500.00	-500.00	0.0%
Fellows	0.00	7,198.00	-7,198.00	0.0%
Golf Outing	0.00	6,500.00	-6,500.00	0.0%
Gov Affairs Campaign	0.00	1,000.00	-1,000.00	0.0%
Holiday Party	1,956.29	2,000.00	-43.71	97.8%
INASLA-AM & Awards	0.00	11,500.00	-11,500.00	0.0%
INASLA Exec Comm Mtgs & Retree	929.61	1,000.00	-70.39	93.0%
National, BOT, CPC Mtgs	1,140.03	5,088.00	-3,947.97	22.4%
NLAM	0.00	500.00	-500.00	0.0%
Public Awareness Summi	0.00	1,000.00	-1,000.00	0.0%
Sponsor Appreciation	0.00	1,000.00	-1,000.00	0.0%
Special Programs - Othe	0.00	0.00	0.00	0.0%
<b>Total Special Programs</b>	<b>4,025.93</b>	<b>37,486.00</b>	<b>-33,460.07</b>	<b>10.7%</b>
Uncategorized Expenses	0.00	0.00	0.00	0.0%
<b>Total Expense</b>	<b>4,025.93</b>	<b>45,644.00</b>	<b>-41,618.07</b>	<b>8.8%</b>
<b>Net Ordinary Income</b>	<b>-2,429.68</b>	<b>-144.00</b>	<b>-2,285.68</b>	<b>1,687.3%</b>
<b>Other Income/Expense</b>				
Other Income				
Interest Income	0.00	0.00	0.00	0.0%
<b>Total Other Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Net Income</b>	<b>-2,429.68</b>	<b>-144.00</b>	<b>-2,285.68</b>	<b>1,687.3%</b>