



Indiana Chapter

NOVEMBER (RETREAT) MEETING MINUTES

Location: The Alexander, 333 S. Delaware Street, Indianapolis, IN 46204; Ralston Boardroom (6th Floor)

Date: Saturday, November 21, 2015: 8:00pm-2:30pm

In attendance: Jonathon Geels, David Gorden, Bill Kincius, April Westcott, Michelle Taggart, Dan Liggett, Drew Braley, Rachel Johnson, Tammy Doty-Davis, Brett Schlachter, Kristopher May, Alex Salmins, Lana Merrill, Alyssa Babb, Mirandi Miller

Retreat Discussion:

Centered around the goals of increased membership and diversity. The more people we have involved, the more we can work on initiatives from Strategic Plan.

Priorities include:

- Get students involved
- Hire a lobbyist
- Find more opportunities to engage sponsors and provide value
- Bandwagon with allied professions
- Determine liasons and create list by Dec 16th
- Update Budget document and rename
- Focus on membership: retention and recruitment
 - Target nonmembers: business owners and managers
 - Create incentives for firms with 100% membership
 - Trade-in volunteer hours
 - Target non-Executive Committee Members: Time – Talent – Treasure
 - Diversity focus of Gender and Skills
 - Minority owned/Women owned businesses
- Creating a committee calendar

Other Discussion Involved:

- Student members as chapter members
- World Landscape Architecture Month
- The creation of a summer Sponsor Series/summer Vendor Series: Education Sessions
 - After Hours
 - Lunch and Learns
 - Separate flyer at Sponsorship Happy Hour (in February)
 - Need basic criteria
 - Identify “What’s the value?”
 - Bus Tour for CEUs
- Creating an INASLA publication: JSG to summarize at upcoming meetings
- Continuing the discussion of hiring an Executive Director; comes down to funding we don’t have
- Outlining task list for each committee

REGULAR BOARD MEETING:

Approval of Minutes: September EXCOM meeting minutes (see attached)

David Motioned to Approve September Minutes. Dan Seconded. Motion Approved.

OFFICER REPORTS

Review of Attached Officer Reports

President’s Report – Jonathon Geels

- Discussion of CPC Meeting with supplement from Bill Kincius

Trustee’s Report – David Gorden

- Highlighted Headquarters and Rebranding discussion: David noted that the BOT was looking at funding and timing after finance report from Annual Meeting comes in. David also highlighted student and emerging professionals designation/fees as well as the creation of an Advisory Board and formal representation at BOT meetings
- Questions: 1. Highlights of the SWOT analysis regarding the Annual Operating Plan 2. What was the need for the LACES Redesign

Treasurer's Report – Michelle Taggart (see attached)

Michelle Motioned to Approve Officer Reports. Brett Seconded. Motion Approved.

STANDING COMMITTEE REPORTS

Review Attached Reports:

Annual Meeting, PR, Continuing Education, Membership/Communications, Fellows, Advocacy Summit

Bill Motioned to Approve Committee Reports. Drew Seconded. Motion Approved.

Action: Brett to send Jonathon website renewal information

Old Business

Jonathon to send thank you's to 2015 INASLA Sponsors

Annual Meeting – Bill Kincius

- Synopsis: Need to improve vendor experience, everyone stepped up, opportunity to repeat sessions, strong student presence; Jonathon offered synopsis of Midwest Joint Licensure Caucus

New Business

Sponsorship

- Discussion of of sponsorship packet
- Jonathon to talk to Mike (chair of Golf Outing) about partnership opportunities
- Add note about Credit Card Processing Fees
- Adding addition ticket fee for vendors

Events: Calendar

- Holiday Party: Michelle Taggart/Lana Merrill/Monica Guillaud
- Location at MESH (upstairs)
- Jonathon to Invite Fellows; David to talk to Mark Zelonis
- Annual Meeting: Chair April Westcott
- Send Venue suggestions to April
- Sponsorship Thank You/Happy Hour

Expenditure:

- Approval of expenditure for Fellows: \$5700 (see report)
- Approval of expenditure for Archives: \$120
- Jonathon Motioned to Approve Both Expenditures. Bill Seconded Both Motions. Both Motions Approved.

Open Floor:

- Jonathon to add October 16th email vote to minutes: April motioned for "the INASLA board [to] purchase one additional ticket (\$100) so that both available Jury members may attend this event". Drew Seconded. Motion Approved.
- INPAWS offers great partnership
- David highlighted IMA Horticulture Symposium, Invasive Plant Symposium, and Green Expo
- David also noted national committee members: Drew, David, Jonathon, and Dan to offer ongoing insights to INASLA Executive Committee
- Put Advocacy Day (May 19th) on Student Chapter President's Calendar
- Lana: creating posters for events; Brett: putting events on website; April: celebrating outside organization events

Meeting Close

Next Meeting:

Annual Meeting: December 16, 2015 – 4:00pm-6:00pm

Location: Indiana Landmarks Headquarters: ~~Jonathon~~ to change to **Holeman Landscape Design**