



Indiana Chapter

March 2018 EXECUTIVE COMMITTEE MEETING MINUTES

Location: HWC ENGINEERING

Date: Wednesday March 21, 2018 4:00-6:00PM

Call-In: 800-377-8846 Participant: 97892164 Leader: 34193848

Attendance: April, Chris, Camille, Monica, Catherine, Bill, Brett, Julie, Sammie, David

Guest: Linda Bauknecht

On Call: Tammy, Adam, Jonathan, Christi

Approval of Minutes: February Ex Comm minutes Ex Comm Meeting Minutes

- Motion to Pass: Bill
- 2nd: Camille
- All Approved

OFFICER REPORTS: Review Officer Reports (see attached pdf)

- Motion to Pass: Julie
- 2nd: Monica
- All Approved

Trustee's Report-David Gorden

President's Report-April Westcott

Treasurer's Report-Monica Guillard (see attached pdf)

- Sponsorship form is on google drive and ready to distribute.
- Start cc-ing Christi on treasurer requests April 1st

CHAPTER GUEST

Linda Bauknecht-Indiana 4-H quick update

- Work with community partners to create opportunities for youth
- Extension Educator: Jim Becker
 - Best contact for to develop workshops or programs
 - 4-H Marion County Handbook outlines projects
- INASLA to review handbook and find potential projects for us to slide into

STANDING COMMITTEE REPORTS: Review Committee Reports

Government Affairs- Jonathon Geels

- Government Affairs group are following bills and providing support where in interest of our group
- Proposed Invasive Plant Rule-Letter of Support Request-David Gorden
 - Sent letter of support this last month
- Rethink I-65/70 Update
 - INASLA partnered with Rethink 65/70 Split group. Wrote letters of support for campaign, participated in press conference that announced Rethink 65/70 Split (March 8th)
 - Yard signs are available, contact David for webpage to acquire signs
- **Action Item:** Ex Comm to be proactive about promoting advocacy efforts on social media so members can stay involved

Annual Meeting-Catherine Puckett

- Ready to start publicizing date!
- Gathering sponsors and sessions
- **Action Item:** April to send Kris logo kit

Public Relations- Julie Barnard (see attached pdf)

- WLAM Plan
 - Posts to be about work and personal life (outdoor hobbies, creative projects, ect.)
 - **Action Item:** Julie to send temporary password to social media sites to each featured LA
- Earth Day (April 21st)
 - Booth has been paid for, parking passes reserved. INASLA attendees yet to be determined.
 - **Action Items:** Sammie to consider activities to have at booth.
 - **Action Items:** Committee members to invite other INASLA members to attend
- Sammie helping Julie while she is on maturity leave

Action item: Order booth materials (apron, signage / banners). Catherine volunteered to check protocol with her marketing staff.

Action Item: Julie is checking in on “Your Land” publication order. Would be good to have these at Earth Day Booth.

Fellows-Katie Clark

- Currently waiting to hear on our 2018 applications. Anticipate hearing between April and May.
- Katie is working on a form that we can distribute to the membership to accept nominations from the broader membership. This form will be developed, shared with the Fellows committee and Executive Committee prior to distribution. The hope is that this will allow us to hear from everyone, instead of just the small circle of members the current committee interacts with.

Awards Committee-Katie Clark

Academic Awards

- A call for volunteers was sent out this week. We are looking for a total of 6-8 individuals to facilitate the jury for the student academic awards. Anyone interested can contact Katie.

Design Awards

- The student call for awards will be finalized and issued by the end of next week. Entries will likely be due by mid-May.
- The professional call for awards will be finalized and issued the beginning of May with entries due mid-June.

Membership- Brett Schlacter

- No new members, 7 renewed, 3 did not, lost 6 members
- 188 total members

Communications-Brett Schlacter

- New website review: inasla.org
 - Change “learn more” to “get involved”
 - **Action Item:** Committee - send photos to Brett to post on website
- New email system (set up in progress)
 - Mail.gmail.com
 - Email: office@inasla.org
 - password: (ask Brett)
- Youtube channel: Inasla Asla – award videos are posted
 - **Action Item:** Brett will send link to YouTube channel

Archives-Brett Schlacter

- April has old INASLA records and will be purging

Continuing Education- Kris May/April

Emerging Professionals-Sam Bronowski

- Anova holding competition giving away tickets to National ASLA conference, must have graduated after 2008

OLD BUSINESS

Sponsorship Happy Hour - Camille:

Action Item: April to send invite to meeting calendar invite to vendors and invite vendors to bring a guest.

Golf Outing Update-Pat Stout

Chapter Bylaws Revision: dues update, review against National's models –Bill Kincius

- Bill has completed review – there are a few items to update
- **Action Item:** Camille (secretary) to help put propose changes to chapter bylaws
- **Action Item:** Ex Comm to read updated bylaws

Student Volunteer Winner Update-Bill Kincius

AIA-Update Drew Braley

Allied Profession Updates –“Coalition for the Built Environment” aka Justice League (Ball State CAP:INDY, AIA, ASLA, ULI , APA etc)- Drew Braley

Ball State News-Joe Blalock

Purdue News-Sean Rotar

Student Chapter Updates-Purdue –David Armbruster

Student Chapter Updates-Ball State-Danah Alqunfuzi

- Had charrette
- Several more events on the calendar for their chapter

Tour De Trees- David Gorden

- Looking for riders

Ace Mentoring Program- David Gorden

Project Lead the Way

Boy Scouts/Girl Scouts-Christi Jackson

- April 4th 9 am – meeting with Boy Scout representative to discuss opportunities. Contact Christi if you would like to join.

Exhibit Columbus-Randy Royer

- Action Item: Camille to ask Randy about continued ed credits
- INASLA would like to have presence there if possible

Urban Forest Committee-Bill Kincius

Cultural Landscape foundation making film about the life of Claire Bennett

NEW BUSINESS

-Move April INASLA Meeting Day Request?``

Upcoming Events/Deadlines:

| | |
|---------------------------|--|
| March 27 th | Sponsorship Happy Hour at St. Josephs Brewery |
| April 5-7 | LaBash Penn State University |
| April 17-20 | Indiana State Preservation Conference-Columbus, IN |
| April 25-27 | Advocacy Day-Washington DC |
| April 21 st | Earth Day Indiana –Military Park-Indianapolis |
| May 5 th | Ball State Commencement |
| May 11 th | Purdue Commencement Weekend |
| July 20, 2018 | Golf Outing Purgatory Golf Course |
| September 14, 2018 | INDIANA CHAPTER Annual Meeting |
| September 21 | Parking Day |
| September 25-27 | NRPA National Conference-Indianapolis, IN |
| September 26-29 | Exhibit Columbus-Columbus, IN |
| October | Monumental Awards |
| October 17-18 | Chapter President’s Council /Trustee Meetings-Philadelphia, PA |
| October 19-21 | ASLA Annual Meeting –Philadelphia, PA |
| November | INPAWS-Indiana |

GOAL DEADLINES

Meeting Close

Next Meeting:

Tuesday April 17, 2018

LOCATION :

Browning Day Mullins Dierdorf

Address: 626 N Illinois St, Indianapolis, IN 46204

Phone: (317) 635-5030

INASLA OFFICER & COMMITTEE REPORTS

OFFICER REPORTS:

Trustee's Report- David Gorden

President's Report- April Westcott

- **Students and Advocacy Day**
All slots have been filled for students to participate in Advocacy Day this year for students.
- **Program Review & Priority-Setting Process**
NEW – Deadline March 23 Each year, the Board of Trustees evaluates ASLA programs and sets priorities for the year. Chapter Presidents and Presidents-elect are key stakeholders in this process. As background, the 2017 Annual Operating Plan and a description of supporting programs is attached. Please [complete the priorities survey](#) by March 23 (read the instructions carefully). If you have any questions, contact [Corporate Secretary Curt Millay](#).
- **Public Relations and Communications**
Rebranding update! The [new chapter logos](#) from the rebranding process are now available. Please **do not use the logos until April 1**.
- Sponsorship Happy Hour March 27, 2018 6-9pm St. Josephs Brewery

Treasurer's Report- Monica Guillaud (See Attachment)

COMMITTEE REPORTS

Government Affairs- Jonathon Geels

- Rethink 65-70

Annual Meeting-Catherine Puckett

Public Relations- Julie Barnard (See Attachment)

- Important WLAM INFORMATION

Fellows-Katie Clark

Awards Committee-Katie Clark

- Student Academic Awards jury process

Membership- Brett Schlachter

Communications-Brett Schlachter

- New Website overview

Archives-Brett Schlachter

Continuing Education- Kris May

- No New Events
- Certificates being processed

Emerging Professionals –Sam Bronowski (and/or others)

- National Contest

Golf Outing-Pat Stout

- Date 7-20-18 Purgatory Golf Course

9:30 PM

03/19/18

Indiana Chapter of ASLA
Balance Sheet
As of March 20, 2018

| | <u>Mar 20, 18</u> |
|---------------------------------------|-------------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| ONB - Checking | 49,357.98 |
| ONB - Savings | 18,960.20 |
| ONB - Scholarship | <u>7,551.40</u> |
| Total Checking/Savings | 75,869.58 |
| Other Current Assets | |
| CD - Mutual Bank of Muncie | <u>6,366.10</u> |
| Total Other Current Assets | <u>6,366.10</u> |
| Total Current Assets | <u>82,235.68</u> |
| TOTAL ASSETS | <u>82,235.68</u> |
| LIABILITIES & EQUITY | |
| Equity | |
| Opening Bal Equity | 9,063.69 |
| Retained Earnings | 86,066.61 |
| Net Income | <u>-12,894.62</u> |
| Total Equity | <u>82,235.68</u> |
| TOTAL LIABILITIES & EQUITY | <u>82,235.68</u> |

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03/19/18

Indiana Chapter of ASLA

Profit & Loss Budget vs. Actual

January 1 through March 20, 2018

| | <u>Jan 1 - Mar 20, 18</u> | <u>Budget</u> | <u>\$ Over Budget</u> |
|--|---------------------------|--------------------|--------------------------|
| Ordinary Income/Expense | | | |
| Income | | | |
| Chapter Income and Sponsorships | | | |
| INASLA-AM & Awards Sponsorship | 500.00 | 0.00 | 500.00 |
| Membership Dues | 3,006.25 | 0.00 | 3,006.25 |
| Total Chapter Income and Sponsorships | <u>3,506.25</u> | <u>0.00</u> | <u>3,506.25</u> |
| Total Income | <u>3,506.25</u> | <u>0.00</u> | <u>3,506.25</u> |
| Expense | | | |
| Chapter Expenses | | | |
| Misc Business Expenses | 366.42 | 0.00 | 366.42 |
| Website | 216.00 | 0.00 | 216.00 |
| Total Chapter Expenses | <u>582.42</u> | <u>0.00</u> | <u>582.42</u> |
| Lobbyist | 7,965.00 | 0.00 | 7,965.00 |
| Meetings | 280.41 | 0.00 | 280.41 |
| Special Programs | | | |
| Fellows | 1,700.00 | 0.00 | 1,700.00 |
| Holiday Party | 1,112.81 | 0.00 | 1,112.81 |
| INASLA-AM & Awards | 2,250.00 | 0.00 | 2,250.00 |
| Public Awareness Summit | 71.35 | 0.00 | 71.35 |
| Sponsor Appreciation | 200.00 | 0.00 | 200.00 |
| Total Special Programs | <u>5,334.16</u> | <u>0.00</u> | <u>5,334.16</u> |
| Total Expense | <u>14,161.99</u> | <u>0.00</u> | <u>14,161.99</u> |
| Net Ordinary Income | <u>-10,655.74</u> | <u>0.00</u> | <u>-10,655.74</u> |
| Net Income | <u><u>-10,655.74</u></u> | <u><u>0.00</u></u> | <u><u>-10,655.74</u></u> |

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03/19/18

Indiana Chapter of ASLA
Profit & Loss Budget vs. Actual
January 1 through March 20, 2018

| | <u>% of Budget</u> |
|--|----------------------|
| Ordinary Income/Expense | |
| Income | |
| Chapter Income and Sponsorships | |
| INASLA-AM & Awards Sponsorship | 100.0% |
| Membership Dues | 100.0% |
| Total Chapter Income and Sponsorships | <u>100.0%</u> |
| Total Income | 100.0% |
| Expense | |
| Chapter Expenses | |
| Misc Business Expenses | 100.0% |
| Website | 100.0% |
| Total Chapter Expenses | <u>100.0%</u> |
| Lobbyist | 100.0% |
| Meetings | 100.0% |
| Special Programs | |
| Fellows | 100.0% |
| Holiday Party | 100.0% |
| INASLA-AM & Awards | 100.0% |
| Public Awareness Summit | 100.0% |
| Sponsor Appreciation | 100.0% |
| Total Special Programs | <u>100.0%</u> |
| Total Expense | <u>100.0%</u> |
| Net Ordinary Income | <u>100.0%</u> |
| Net Income | <u><u>100.0%</u></u> |

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03/19/18

Indiana Chapter of ASLA

Check Detail

January 1 through March 19, 2018

| Type | Num | Date | Name | Item | Account | Paid Amount |
|-------|------|----------|----------------------------|------|-------------------------|-------------|
| Check | 2258 | 01/14/18 | Julie Barnard | | ONB - Checking | |
| | | | | | Public Awareness Sum... | -71.35 |
| TOTAL | | | | | | -71.35 |
| Check | 2259 | 01/23/18 | Krieg DeVault LLP | | ONB - Checking | |
| | | | | | Other Expenses | -3,965.00 |
| TOTAL | | | | | | -3,965.00 |
| Check | | 01/23/18 | Kroger | | ONB - Checking | |
| | | | | | Misc Business Expenses | -30.00 |
| TOTAL | | | | | | -30.00 |
| Check | 2261 | 01/29/18 | Centerplate ~ NCAA | | ONB - Checking | |
| TOTAL | | | | | | 0.00 |
| Check | 2260 | 01/29/18 | Mills Catering Company LLC | | ONB - Checking | |
| | | | | | Holiday Party | -1,137.81 |
| TOTAL | | | | | | -1,137.81 |
| Check | 2262 | 01/30/18 | Centerplate ~ NCAA | | ONB - Checking | |
| | | | | | INASLA-AM & Awards | -2,250.00 |
| TOTAL | | | | | | -2,250.00 |
| Check | | 02/03/18 | Office Depot | | ONB - Checking | |
| | | | | | Misc Business Expenses | -24.48 |
| TOTAL | | | | | | -24.48 |
| Check | 2263 | 02/03/18 | Treeline | | ONB - Checking | |
| | | | | | Fellows | -1,700.00 |
| TOTAL | | | | | | -1,700.00 |
| Check | | 02/08/18 | Google Storage | | ONB - Checking | |
| | | | | | Misc Business Expenses | -99.99 |
| TOTAL | | | | | | -99.99 |

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03/19/18

Indiana Chapter of ASLA
Check Detail
January 1 through March 19, 2018

| Type | Num | Date | Name | Item | Account | Paid Amount |
|-------|------|----------|----------------------|------------------------|----------------|-------------|
| Check | | 02/26/18 | The Conference Group | | ONB - Checking | |
| | | | | Meetings | | -148.88 |
| TOTAL | | | | | | -148.88 |
| Check | | 03/01/18 | Squarespace | | ONB - Checking | |
| | | | | Website | | -216.00 |
| TOTAL | | | | | | -216.00 |
| Check | | 03/01/18 | Panera Bread | | ONB - Checking | |
| | | | | Misc Business Expenses | | -10.34 |
| TOTAL | | | | | | -10.34 |
| Check | | 03/12/18 | Travel Card Purchase | | ONB - Checking | |
| | | | | Misc Business Expenses | | -180.61 |
| TOTAL | | | | | | -180.61 |
| Check | | 03/12/18 | Travel Card Purchase | | ONB - Checking | |
| | | | | Misc Business Expenses | | -21.00 |
| TOTAL | | | | | | -21.00 |
| Check | 2264 | 03/13/18 | Krieg DeVault LLP | | ONB - Checking | |
| | | | | Lobbyist | | -4,000.00 |
| TOTAL | | | | | | -4,000.00 |
| Check | 2265 | 03/13/18 | Camille Shoaf | | ONB - Checking | |
| | | | | Sponsor Appreciation | | -200.00 |
| TOTAL | | | | | | -200.00 |
| Check | | 03/13/18 | The Conference Group | | ONB - Checking | |
| | | | | Meetings | | -131.53 |
| TOTAL | | | | | | -131.53 |

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03/19/18

Indiana Chapter of ASLA
Check Detail
January 1 through March 19, 2018

Original Amount

-71.35

71.35

71.35

-3,965.00

3,965.00

3,965.00

-30.00

30.00

30.00

0.00

0.00

-1,137.81

1,137.81

1,137.81

-2,250.00

2,250.00

2,250.00

-24.48

24.48

24.48

-1,700.00

1,700.00

1,700.00

-99.99

99.99

99.99

9:21 PM

03/19/18

Indiana Chapter of ASLA
Check Detail
January 1 through March 19, 2018

Original Amount

-148.88

148.88

148.88

-216.00

216.00

216.00

-10.34

10.34

10.34

-180.61

180.61

180.61

-21.00

21.00

21.00

-4,000.00

4,000.00

4,000.00

-200.00

200.00

200.00

-131.53

131.53

131.53

INDIANA CHAPTER: Public Relations 3/21/2018

WLAM Update

- WLAM will also kick-off with new logo – “This is LA” cards will be in April’s LAM issue with new logo. Encourage other firms to participate. Copies with INASLA logo will be distributed to Excomm for firm use.
- Rebranding – again, don’t share new logo until April. Chapter brand standards guide is coming any day now.
- INASLA push: “Instalife of an LA” - Follow an ExComm member/student and what they do for work, hobbies, etc. Goal is to include different types of LAs. 5 people have been selected, calendar attached for review. Template is drafted and guidelines will be distributed to participants soon.

TO DO LIST:

WLAM Plan of Action

Make a GIS map of member locations

Fill out LA career PowerPoint with Indiana firms – make available to chapter.

Team with awards to have submissions include posters.

Get Classroom Material Kits printed for World Landscape Architecture month, especially Earth Day in particular (distribute those packets to teachers with contacts)

Social Media Updates

FACEBOOK


| MONTH | REACH | LIKES | TOP STORIES |
|----------------|--------|-------|--|
| January 2017 | 4,906 | 1,296 | 12-30-16 Letter from President |
| February 2017 | 2983 | 1,307 | 1-30-17 Horticulture Sympos. |
| March 2017 | 5170 | 1,315 | 3-3-17 Fairbanks Symposium |
| April 2017 | 16,348 | 1,324 | 4-18-17 Landscape & Art: Cornerstone |
| May 2017 | 2,332 | 1,326 | 6-13-17 WLAM Photo Contest Winner |
| June 2017 | 1,675 | 1,331 | 7-14-17 Golf Outing Photos |
| July 2017 | 1,196 | 1,332 | 7-28-17 Open Annual Registration |
| August 2017 | 2,598 | 1,347 | 9-5-17 Annual Mtg Sponsor Post |
| September 2017 | 1,801 | 1,366 | 10-6-17 Opening Reception for What’s Out Th. |
| October 2017 | 465 | 1,378 | 11-3-2017 Advocacy Post |
| November 2017 | 681 | 1,398 | 12-15-2017 BSU CAP Lecture Series |
| December 2017 | 628 | 1,413 | 1-7-2018 Lady Bird Johnson Center |
| January 2018 | 2,288 | 1,426 | 2-2-2018 Hort Symposium |
| February 2018 | 1,312 | 1,451 | 2-20-2018 Senate votes down Env. bill |

INSTAGRAM

| MONTH | FOLLOWERS | NUMBER OF POSTS | TOP POST |
|---------------|--------------|-----------------|----------|
| January 2017 | 618 (up 6%) | 292 | |
| February 2017 | 651 (up 5%) | 294 | |
| March 2017 | 676 (up 4%) | 298 | |
| April 2017 | 860 (up 27%) | 392 | |

| | | | |
|----------------|------------------|-----|---|
| May 2017 | 887 (up 31%) | 409 | |
| June 2017 | 895 (up 1%) | 429 | |
| July 2017 | 910 (up 2%) | 437 | |
| August 2017 | 913 (up 0.3%) | 456 | 9-15-17 Purdue PARKing Day Repost |
| September 2017 | 927 (up 1.5%) | 475 | 9-22-17 INASLA Awards Coming Up |
| October 2017 | 943 (up 0.3%) | 491 | 10-22-17 Repost from Purdue Alumni Expo |
| November 2017 | 958 (up 1.5%) | 498 | 12-8-17 Post Holiday Party |
| December 2017 | 969 (up 1.1%) | 506 | 1-7-18 Lady Bird Johnson Center |
| January 2018 | 963 (down 0.01%) | 509 | 2-14-18 Career Fairs |
| February 2018 | 972 | 515 | 2-27-18 Spring is Coming post. |

LinkedIn

| MONTH | FOLLOWERS | IMPRESSIONS | TOP POST |
|----------------|---|-------------|--|
| April 2017 | 65 | 314 | |
| May 2017 | 65 | 338 | |
| June 2017 | 65 | 683 | Job posting announcement |
| July 2017 | 65 | 68 | |
| August 2017 | 66 | 1,222 | Annual Mtg. Registration and Sponsors Posts |
| September 2017 | 67 | 29 | Thank You to Annual Mtg Sponsors |
| October 2017 | 66 | 53 | N/A |
| November 2017 | 68 | 58 | Save the Date – Holiday Party |
| December 2017 | 68 | 20 | N/A |
| January 2018 | 71  | 123 | AIA Indianapolis Program (Interstate Discussion) |
| February 2018 | 72 | 217 | INASLA Job Postings |

TWITTER

| MONTH | FOLLOWERS | TWEETS | IMPRESSIONS | METNIONS | PROFILE VISITS |
|---------------|-----------|--------|-------------|----------|----------------|
| April 2017 | 890 | 127 | 31,500 | 8 | 671 |
| May 2017 | 905 | 12 | 5,761 | 2 | 138 |
| June 2017 | 916 | 24 | 7,757 | 1 | 173 |
| July 2017 | 927 | 11 | 5,709 | 1 | 96 |
| August 2017 | 939 | 19 | 6,483 | 8 | 182 |
| Sept. 2017 | 951 | 17 | 11,400 | 19 | 301 |
| October 2017 | 972 | 15 | 3,3113 | 4 | 138 |
| November 2017 | 984 | 6 | 2,534 | 1 | 52 |
| December 2017 | 988 | 70 | 3,886 | 5 | 46 |
| January | 1,303 | 3 | 2,080 | 5 | 99 |
| February 2018 | 1,018 | 11 | 3,218 | 4 | 67 |

NOTES

PLEASE CHECK TO SEE IF YOU HAVE AUTOMATIC POSTS SET UP FOR FACEBOOK, TWITTER, AND INSTAGRAM – PLEASE DELETE THESE SETTINGS IF YOU ARE NOT PART OF THE SM COMMITTEE!

PR PUSH NOW

- Save the date for Annual Meeting.
- WLAM
- Earth Day
- INASLA Committees for members to join.

| MON | TUE | WED | THU | FRI | SAT | SUN |
|---|-----|---|---------------------------------|----------------------------------|-----|-----|
| 26 | 27 | 28 | 29 | 30 | 31 | 01 |
| General WLAM Info: Introduce "Insta-Life of a LA" and Featured People | | | | | | |
| 02 | 03 | 04 | 05 | 06 | 07 | 08 |
| FEATURE: → Ball State Student: TBD Purdue Student: Sydney King (Pending) | | | | | | |
| | | | LABASH, Penn State → | | | |
| 09 | 10 | 11 | 12 | 13 | 14 | 15 |
| FEATURE: → Multi-Disciplinary Firm: Kris May, HWC | | | | | | |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| FEATURE: → Residential: David Gordon, Mark Holeman | | | | | | |
| | | Indiana State Preservation Conference, Columbus, IN → | | | | |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| FEATURE: → INASLA President: April Westcott, Irrigation Design Source | | | | | | |
| | | | Advocacy Day, Washington, DC | CPC Meeting, Washington, DC → | | |
| 30 | 01 | 02 | 03 | 04 | 05 | 06 |
| FEATURE: → LA Firm: Julie Barnard, MKSK | | | | | | |

WLAM APRIL 2018