



Indiana Chapter

August 2018 EXECUTIVE COMMITTEE MEETING MINUTES

Location: Hitchcock Design Group

Date: Wednesday August 15, 2018 4:00-6:00PM

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

In Attendance: April, Catherine, Joe, David, Bill, Julie, Christi, Sami, Camille, Monica

On Call: Kris, Adam

Approval to have Treasurer, Treasurer-Elect and President be the three signatures on the INASLA bank account.

[Approved via online vote – motion approved and carried 8/30/2018]

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

Approval to award the Claire Bennett Legacy Award to Kevin Osburn as part of the awards ceremony at the 2018 INASLA Annual Meeting.

[Approved via online vote – motion approved and carried 8/31/2018]

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

Approval of July Ex Comm Meeting Minutes & Officer Reports (See Attached):

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

Approval of Treasurer's Report (See Attached):

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

Trustee's Report-David Gorden

Tour De Trees- David Gorden

President's Report-April Westcott

Treasurer's Report - Monica Guillaud / Christi Jackson

- Chapter dues need to be updated by end of August. Monica is following up on this.

STANDING COMMITTEE REPORTS: Review Committee Reports

Golf Outing Follow-up Pat Stout

- Outing went well – ExComm will follow out with vendors for feedback

Annual Meeting-Catherine Puckett

- Keynote speaker has changed. Session is approved for LA CES credit.
- Awards video: Katie is in charge of this
- Award certificate: Katie & Scott typically do this
- PowerPoint: Catherine will put together a presentation to have displayed on main screen. Coordinate with Katie to integrate sponsors and awards video
- Raffle: Bill will bring jars, tickets, and organize items. Pat Stout has tickets from golf outing if needed.
- Name Tags: Drew will do nametags. April will check her garage to see if she has extra materials

- LA CES: April will put together sheets for education credit sign-ins
- Early-bird registration ends FRIDAY!
 - o **Action Item:** Post on social media one more time before Friday
- Vender signs: Christi will put together vender signs to go on their tables

Government Affairs- Jonathon Geels

Fellows-Katie Clark

Awards Committee-Katie Clark

- Claire Bennett Award
 - o **Action Item:** Julie will post a call for nominations on social media. Send nominations to INASLA office email. Camille will gather nominations and share them ExComm.

Public Relations- Julie Barnard/Sami Bronowski

- If you have items for Julie to post, check if they are on the calendar. These will be a resource for who takes over next year.
- Julie is working on a master list of firms and vendors in Indiana.
- If anyone is interested in this position, let Julie know. Sami is interested in helping but will not be able to go on the trip in January.

Membership- Brett Schlachter

Communications-Brett Schlachter

Archives-Brett Schlachter

Continuing Education- Kris May/April

Emerging Professionals-Sam Bronowski

OLD BUSINESS

Chapter Bylaws Revision: VOTE TO APPROVE AT AUGUST MEETING—Bill Kincius

- **Motion to Pass: David**
- **2nd: Monica**
- **All Approved**

Committees:

- Discussion on wording of the bylaws. Committee decided to keep as is for now.
- **Action Item:** April to send Julie existing graphic of committee descriptions

Ball State News-Joe Blalock

- New faculty and facility updates

Purdue News-Sean Rotar

Student Chapter Updates-Purdue –Tucker Rose

Student Chapter Updates-Ball State-?

Tour De Trees- David Gorden

Ace Mentoring Program- David Gorden

Project Lead the Way-David Gorden

- Call has been put out for volunteers this week

Boy Scouts/Girl Scouts/ Stem Scouts-Christi Jackson

- Compared list of approved landscape architects to membership, no matches
- **Actions Items:**
 - o Consider putting a flyer and/or slide in the annual meeting PowerPoint
 - o Use for filler post on social media

4-H-Monica Guillaud

Exhibit Columbus-Randy Royer

- Working to get a few sessions LA CES approved

Urban Forest Committee-Bill Kincius

Cultural Landscape Committee- David Gorden

- David will ask for 3-4 minute trailer to play during lunch

Rethink 65/70 Community Advisory Committee Committee-Meg Storrow-Kevin Osburn

AIA-Update Drew Braley

- Drew looking for someone to take over his role as liaison to AIA
- ExComm discussed how involved this person should be. Consider every other month or quarterly attendance.

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

INPAWs

- **Action Item:** David will ask if INPAWs would like to have a table at our conference.
- **Action Item:** Annual meeting is November 3rd – April to update event calendar

NEW BUSINESS

Upcoming Events/Deadlines:

August 23 rd	Woody Warehouse 3 LA CES Credit event-Lizton, IN
September 14th 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 17 th	Monumental Awards Indiana Roof Ballroom
October 17-18	Chapter President’s Council /Trustee Meetings-Philadelphia, PA
October 19-21	ASLA Annual Meeting –Philadelphia, PA
November 3, 2018	INPAWS-Indiana IUPUI Hine Hall-Indianapolis, IN

GOAL DEADLINES

Meeting Close

Next Meeting:

Wednesday **October 3rd ***

LOCATION : Irrigation Design Source

***The meeting on September 19th has been cancelled due to close proximity to the INASLA annual meeting. The October meeting has been moved to the 3rd.**

INASLA OFFICER & COMMITTEE REPORTS

Trustee's Report-David Gorden

Indiana ASLA Chapter Trustee Report - August 15, 2018

Report from Board of Trustees Summer Webinar - August 2, 2018

For 2nd Quarter 2018

Executive Office:

- Review of ASLA Mission, Vision, Values and Culture - by Senior Staff, Ex. Com. and BOT Adjustments and options being considered. Final selections will be shared when complete (Annual Meeting?).
- Chinatown Green Street - project progressing.
- Human Resources -
 - New Hires - Human Resources Mgr.
 - Public Relations and Communications Mgr.
 - Career Discovery and Diversity Mgr.
- Recruiting - 5 Key Positions.
- Total Turnover - typical %
- 2019 Committee Assignments have been made. Selections stressing diversity of geography and experience.

Public Relations and Communications:

- World Landscape Architecture Month -
 - 6000 social media posts reaching 2.3m people
- Media Mentions - ahead of goals
- Social Media - growth in all categories
- Web Activity - level for last 3 years.
- New ASLA Branding - all aspects created and distributed including chapter logos.
- Blue Ribbon Panel on Climate Change - report being distributed and promoted.

Government Affairs:

- Several recent legislative victories -
 - Fiscal year 2018 Spending Bill included:
 - \$1.5B for Tiger Grant Program
 - \$425M for Land and Water Conservation Fund
 - \$3.2B for National Park Service
- Advocacy Day - April 26
178 Advocates including 24 students (2 from Indiana)

209 legislative meetings

- Active participation with many caucuses and coalitions.
I Advocate - open rate well above industry standards.
Legislative Priorities Survey for 2019-2020 Session - record number of responses.
- State Legislative threats:
Number of activities being tracked: 2016 - 1 2017 - 17 2018 - 58
Licensure Summit - Columbus, Ohio - June: Great success.

Landscape Architecture Magazine:

- 2018 Reader Survey - Steady ratings - even or upward
- More coverage requested:
Climate related design, specifications and maintenance
Construction and Design-Build
Development Trends
- Translating one article/month into Spanish (additional languages in LA Month).

Membership:

- Trends - slight overall decline including with full members (new).
Decline in pipeline of new professionals
- Retention rate for all members - 81%. Goal - 80%

Finances:

- First 6 mo. 2018 - total loss \$1.4M. In line with (slightly better than) budget. ASLA always operating at loss during year until Annual Meeting.
- Annual Meeting:
 - 2600 registrations - June 29 (early deadline). Record of \$1M revenue - 61% of goal
 - 3000 registrations - July 31 - 78% of revenue budget
 - Housing - 83% capacity. Several hotels sold out. Hotels to be added.
Anti-piracy messaging being strengthened.
 - LAM - ads - 81% of goal
 - Expo Sales - 95% of goal

President's Report- April Westcott

- **CPC Annual Meeting: October 18-19, 2018**
Registration and Reservations
October 18-22
Philadelphia Convention Center and Marriott Downtown (Headquarters Hotel)
- **CPC Meeting October 18-19 at Marriott Downtown**
CPC Attendees must stay at ASLA hotels for reimbursement
Wednesday, October 17: BOT/CPC Welcome Reception 6-8pm
Thursday, October 18: CPC Meeting 7:30 am-5pm
Friday, October 19: CPC Meeting 7:30 am- noon

- **CPC RSVP**

To assist with planning for the CPC Meeting, please use the [2018 Fall CPC RSVP Survey](#) to indicate whether you will attend the CPC Meeting in Philadelphia. Please forward the link to all members of your chapter who will be attending. Deadline for the RSVP is **September 7, 2018**.

Member and Chapter Services

- **Chapter Election Reporting**

Election results are due to National on **August 20, 2018**.

- **Chapter Dues**

3 WEEKS LEFT 2019 chapter dues must be reported to ASLA by August 31; this is your only opportunity to increase dues for 2019. Any proposed Chapter Dues change must be submitted to your chapter membership in writing and allow for a 45-day comment period.

- **Student Chapter Contacts**

ASLA is in the process of updating its information on student chapters and student affiliate chapters. Please send us the name and email of the chapter president(s) for school(s) in your jurisdiction for the upcoming academic year at chapters@asla.org.

Ongoing Important Reminders

Council of Fellows

Lists of members who are eligible to be nominated to the Council of Fellows in 2019 have been sent to all chapter presidents and chapter fellows committee chairs. The 2019 nomination cycle opens in September 2018 and will close on January 31, 2019. Please visit the [Council of Fellows](#) website or contact [Curt Millay](#), ASLA, for more information.

Career Discovery

ASLA Activity Books now available! Discover more at asla.org/activitybooks. Help ASLA spread the word and inspire the next generation by sharing with family, friends, classmates, neighbors, other professionals, and community members. Post your drawings with **#ASLAactivitybooks** to show the world your creative talents! Stay tuned for future initiatives at ASLA including available copies for distribution and Spanish translated editions.

Treasurer's Report- Monica Guillaud (See Attachments)

COMMITTEE REPORTS

Government Affairs- Jonathon Geels

Advocacy Summit Location RFI

3 WEEKS LEFT State Government Affairs is now accepting Advocacy Summit location proposals for the next three years (2019, 2020, and 2021). This annual event brings together representatives from 30+ chapters to discuss and build upon chapter government affairs and advocacy efforts focused at the state and local level, with a special focus on licensure. By hosting the Advocacy Summit, your chapter will not only showcase your state and one fantastic city, but also have the opportunity to highlight a prominent local landscape architecture project to attendees and public officials. Submissions received by **August 31, 2018** will be given priority consideration for the 2019 Advocacy Summit. However, we will continue to accept submissions until October 31. Interested chapters should complete and return the attached Request for Information (RFI) form to [Elizabeth Hebron](#) and [Bradley Rawls](#).

Annual Meeting-Catherine Puckett /Kris May

Fellows-Katie Clark

Awards Committee-Katie Clark

Public Relations- Julie Barnard

PR News:

- New PR Update Form
- Completed Calendar of Yearly Social Media Posts (attached)
- Current month and next month will be posted below with actual dates
- For internal Social Media use – will be updated at INASLA Annual Kick-Off Mtg
- Working on Firm Marketer/Admin List
- Need PR Representative for next Excom Term
- PARKING DAY – Anyone participating?

Social Media Updates Posted in Past Month (in order of most recent)

- LAF Fellowship Application
- Woody Warehouse Field Day
- Landscape Architecture was mentioned on Jeopardy!
- Tour de Trees – Kris & David's Journey
- INASLA Awards Jury Call for Volunteers
- Indy Chamber Monumental Award Submissions – And Extension
- Davis Thomson at INASLA Annual Meeting
- Golf Outing
- Indiana State Museum – Building Indiana
-

CURRENT SOCIAL MEDIA PUSH:

AUGUST

- Countdown for INASLA Annual Meeting – 9/14
- LAF Fellowship Application – DUE 9/15
- Claire Bennett Award - ???

SEPTEMBER

- INASLA Annual Meeting – Countdown & During – 9/14
- Parking Day – 9/21
- NRPA National Conference-Indianapolis – 9/25-9/27

ON-GOING TO DO LIST:

- Master List of Indiana Firms Marketers/Admin – 1/3 of the way complete
- Push INASLA Committees for members to join – **need committees and contact for each**
- 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/Social Media material – for 2019
- Get Classroom Material Kits printed for World Landscape Architecture month, especially Earth Day in
- particular (distribute those packets to teachers with contacts)

Membership- Brett Schlachter

New (3)

Renewed (6)

Lapsed (6)

Loss (3)

Total (196)

Communications-Brett Schlachter

Archives-Brett Schlachter

Continuing Education- Kris May/April Westcott

- Annual Meeting Sessions all approved
- August 23rd Woody Warehouse Event LA CES Approved

Emerging Professionals –Sam Bronowski (and/or others)

SOCIAL MEDIA YEALRY POSTINGS

On-Going:

- Website Job Postings
- CEU Events not listed
- Landscape Architecture in the News
- ULI/APA/YAF Happy Hours

JANUARY

- Public Awareness Summit – PR Representative
- Begin advertising for the Newfields Horticulture Symposium in February

FEBRUARY

- Newfields Horticulture Symposium
- Sponsor Thank You Event
- Purdue and Ball State Career Fairs
- Advertise for Restoration for Wildlife Habitat Conference in March
- Begin planning WLAM efforts & plan of action

MARCH

- Restoration for Wildlife Habitat Conference
- Save the Dates for Earth Day, Golf Outing, & Annual Conference
- Finalize WLAM efforts

APRIL

- WLAM – World Landscape Architecture Month
- Indiana State Preservation Conference
- Advocacy Day-Washington DC
- Earth Day Indiana –Military Park-Indianapolis

MAY

- Golf Outing Registration
- INASLA Award Call for Entries
- INASLA Executive Committee Nominations

JUNE

- INASLA Awards Final Call
- INASLA Executive Committee Final Call
- Golf Outing Registration
- Indy Chamber Monumental Awards Submission
- Early Bird for INASLA Annual Meeting

JULY

- Golf Outing
- Indy Chamber Monumental Awards Final Call
- Early Bird for INASLA Annual Meeting

AUGUST

- Countdown for INASLA Annual Meeting
- LAF Fellowship Application

SEPTEMBER

- INASLA Annual Meeting – Countdown & During
- Parking Day
- NRPA National Conference

OCTOBER

- Indy Chamber Monumental Awards
- Chapter President's Council /Trustee Meetings
- National ASLA Annual Meeting
- INPAWS-Indiana

NOVEMBER

- New INASLA Executive Committee – Annual Kick-off Meeting
- Advertise for the INASLA Holiday Party

DECEMBER

- INASLA Holiday Party