

**ASLA Board of Trustees**  
**Annual Meeting**  
**October 19-20, 2017 Los Angeles**

**Report**

**President's Report - Vaughn Rinner**

A review of her year in office including the leadership outreach conducted by her, ASLA officers and key staff with numerous visits to chapters, student chapters and allied professionals and their meetings.

**3rd Quarter Program and Operations Report - Nancy Somerville**

Copy shared as part of Meeting Preview

*Purpose: To provide a summary of the third quarter 2017 accomplishments across major program areas.*

**2018 Annual Operating Plan - Nancy Somerville and Vaughn Rinner**

Copy shared as part of Meeting Preview

*The Annual Operating Plan (AOP) outlines ASLA programs, their objectives, and specific goals for the coming year.*

*The AOP responds to the board's evaluation and ranking of strategic objectives and programs as well as the SWOT and related strategic planning discussions of the Executive Committee and senior staff.*

Special Focus:

1. Emerging Professionals
2. Career Discovery and Diversity
3. Bringing LA Expertise to forefront in addressing climate change.

Highlights:

- Blue Ribbon Panel on Climate Change report release and promotion.
- Added staff position planned - state government affairs
- Career discovery resources
- Chinatown green street design development
- ASLA Center for Landscape Architecture programming
- Rebranding and messaging implementation
- LACES database upgrade
- Targeted member communications
- Restoration of remaining half of staff 401k trigger

APPROVED

**2017 Finance and Investments Report - Michael O'Brien and VP Thomas Mroz**

Overall revenue and expenses in line with budget

Decrease in net assets - down \$1.1 million (normal for pre-annual meeting)

Revenue - \$5.6 million (98% budget)

Expenses - \$6.7 million (95% budget)

APPROVED

**2017-2018 Operating Budget**

APPROVED

**2017-2018 Capital Expense Budgets -**

APPROVED

**Rebranding**

3 Rounds of design development had been undertaken

Final design was presented. Mostly well received.

**ASLA Logo use by firms discussion**

Options presented for consideration by staff and leadership

**Financial Training**

Basic financial training session

**2017 Annual Meeting - Los Angeles**

5700 Advance Registered - 102% of goal.

Sold out expo floor.

**Strategic Objectives**

Reviewed every three years.

Approved with minor adjustments including addition of a new strategic objective:

*Grow the ASLA membership and foster volunteer leadership to increase organizational capacity and amplify the voice and influence of the profession.*

**Public Policy Revisions**

- Open Space
- National Parks
- Public Lands

APPROVED

**Chapter Model Constitution and Bylaws - revisions (minor)**

APPROVED

**Climate Change - Breakout groups**

Discussion on role landscape architects should/will play.

**Student and Associate Advisory Representatives to the Board introduced.**

Statements given.

**New International Student Membership Category**

APPROVED

**Public Policies**

Minor revisions approved for:

- Agriculture
- Coastal Zones

**Follow-up Information**

Annual Meeting - 6500 registrants. 2nd largest attended meeting in ASLA history

Revenue - 106% of goal.

ASLA Center for LA - donations at 84.7% of campaign goal.

**Submitted by,**

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Indiana Chapter Trustee  
November 11, 2017