

**ASLA Board of Trustees
Mid-Year Meeting
May 28-29, 2017 Washington, D.C.**

Report

President's Report - Vaughn Rinner

Since New Orleans Annual Meeting (Fall 2016), outreach by ASLA Leadership has included numerous visits to chapters, student chapters, and attendance at meetings of allied professions.

Program and Operations Report - Nancy Somerville (Executive Vice President)

Purpose: To provide a summary of recent accomplishments across major program areas.

See First Quarter 2017 Executive Summary (Separate Document)

Center for Landscape Architecture - Is "working beautifully". LAM Lecture Series has begun. Still a few minor things being finished.

Review Strategic Objectives survey - of staff, CPC and BOT

Top Priorities:

- Advocacy (Licensure)
- Visibility/Public Relations
- Visibility
- Growing the Profession (has risen as a priority)

Ongoing special focus:

- Emerging Professionals
- Career discovery and diversity
- Climate Change

Finance and Investments Report - Michael O'Brien and VP Tom Mroz

See Separate Document

Highlights:

- Assets increased in 2016 by \$1.2 million. 2016 Revenue - 102% of budget. 2016 Expenses - 97% of budget.
- Annual revenue - LAM 25%. Meetings 33%. Membership 25%

Luncheon Panel "Infrastructure Investment"

Roxanne Blackwell, Hon. ASLA - ASLA

Rachel Minnery - AIA

Tom Smith - ASCE

Patrick Phillips - ULI

David Rouse - APA

Vice Presidents elected -

Communications, Education, Government Affairs

President Candidates Presentations:

Sean Kelly and Robert Golde. Voting among general membership has begun.

Presentation of 2017 Nominees for ASLA Honors and Voting**SWOT Discussion (small groups)**

Strengths, Weaknesses, Opportunities, Threats - of the society and profession

ASLA Rebranding presentation - Richard Poulin of Poulin + Morris

Extensive analysis of the Society and profession.

Objective: Develop a timeless and memorable graphic "voice" for the society.

Preliminary graphic themes presented.

Code of Environmental Ethics

Minor amendments approved.

Parameters for ASLA Public Positions

Chapters are encouraged to be involved in issues. Stay consistent with ASLA Public Policy statements.

Student Model Constitution and Bylaws

Minor revisions approved.

Los Angeles Annual Meeting - October 20-23, 2017

Registration has opened! 10 Meeting hotels all within walking distance (no shuttles).

Participated in People's Climate March

See photos

Submitted by:

David Gorden, ASLA

Indiana Chapter Trustee

May 15, 2017



