

Washington, DC

ASLA Board of Trustees

September 9–10, 2010 Annual Meeting
Indiana Trustee Report

Meeting called to order by President Gary Scott. Meeting minutes from the 2010 Mid-Year Meeting in Washington, D.C. were approved by the Board. Throughout the course of the meeting, reports and presentation summaries were given to the board from:

- ACE Mentor Program – William Kuhl, FASLA
- National Student Representative Report - Barbara Nazarewicz, Student ASLA
- AIA Report – Paul Welch, CEO of AIA
- National Society of Professional Engineers (NSPE) Report – Robert Miller, Past President
- LAAB Report – Whitney Talcott
- LAF Report – Barbara Deutsch, Executive Director
- CELA Report – M. Elen Deming, President
- CSLA Report – Neil W. Dawe, President
- IFLA Report – Desiree Martinez, President

Special guest presentations also included the President and Vice-President candidate presentations. Board open forum issues included discussions regarding student lobby-day scholarships, 2010 Congressional Lobby Day summaries (held April 29, 2010) which focused on the Urban Revitalization and Livable Communities Act (H.R. 3734), the Green Infrastructure for Clean Water Act (H.R. 4202), and the effect of the recent difficult recession on our profession and membership. Specific summaries of items that required Board action in some manner as well as the notation of that specific action on the presented issues are highlighted below.

1. Programming and Operations Report –

Presented by Nancy Sommerville, Executive Vice-President ASLA

Highlights of the report were updates on human resources, membership, Federal and State advocacy initiatives and special program summaries, including:

- Membership has decreased slightly from year-end 2009; a decrease of .75 percent, holding steady at over 16,000.
- Annual advertising contract sales for 2010 fiscal year issues of *Landscape Architecture* magazine (*LAM*) grew by nine percent during the second quarter, ending at 83 percent of the annual budget goal.
- ASLA Government Affairs hosted a highly successful Advocacy Day 2010 on April 29. With more than 400 congressional meetings, ASLA leaders met with their Members of Congress and Senators to urge them to co-sponsor two critical legislative initiatives. The meetings resulted in a dozen of additional cosponsors for both the Urban Revitalization

- and Livable Communities Act (H.R. 3734), and the Green Infrastructure for Clean Water Act (H.R. 4202).
- ASLA is tracking more than 2,500 bills in Congress, 44 states, and the District of Columbia on a variety of issues. In addition to licensure and other bills that affect the regulation of the profession, ASLA monitors bills that relate to certain business issues (e.g., procurement, liability) and policy issues (e.g., stormwater management, smart growth, transportation, sustainable design). More than 400 of these bills were enacted into law.
 - The ASLA Advocacy Network continues to be a valuable tool in shaping ASLA's legislative agenda. To date in 2010, over 6,500 messages have been sent to members of Congress and the Administration. In addition to sending critical messages to Congress, the Network has been used to keep ASLA members informed on important policy issues, including: grant opportunities; the Obama Administration's America's Great Outdoors Initiative; and Complete Streets best practices
 - ASLA Government Affairs responded to the BP Gulf Oil spill with a letter to President Obama's Commission on the BP Gulf Oil Spill offering members' assistance. An online survey was created to identify landscape architects with expertise in disaster mitigation, with 48 respondents at press time.
 - On June 16, ASLA hosted over 60 Congressional, Administration and affiliated organization staff for a Congressional briefing and green roof reception.
 - ASLA continues to be an active partner in the Urban Parks Coalition, Complete Streets Coalition, the No Child Left Inside (NCLI) Coalition, Safe Routes to School Coalition and the Sustainable Urban Forestry Coalition (SUFC), where Government Affairs staff meets weekly with coalition members to discuss legislative strategies and work on moving legislative initiatives through the process. ASLA worked with other Safe Routes to Schools Coalition members to send over 500 messages to Congress in support of the Safe Routes to Schools program, which was under attack. ASLA has also hosted meetings of the Urban Parks Coalition, the SUFC, and participated in legislative meetings on Capitol Hill with members of the various allied groups.
 - ASLA met with the Environmental Protection Agency's (EPA) Stormwater Management team to discuss EPA's proposed new stormwater rule, sharing best practices for implementing green infrastructure to mitigate stormwater runoff.
 - On the State Advocacy front, the 50 by 2010 Licensure Campaign continued to promote licensure for landscape architects across the nation. When the program began in 2000, there were only 30 practice acts. Vermont legislation was signed on April 21 to establish licensure in that state. Vermont was the only state with no regulation for the profession. The total is now 47 practice acts and 3 title acts (Illinois, Maine, and Massachusetts).
 - Staff worked closely with the U.S. Mission in Geneva Switzerland, to identify nine students to participate in an on-site charrette in August to green the mission's grounds. Faculty advisors accompanying the students are Terry Clements, ASLA; ASLA VP of Education Richard Hawks, FASLA; and Tim Toland ASLA. In Geneva, the team was joined by three Swiss landscape architecture students to produce a five-year, iterative plan.
 - **Attendance at the 2010 annual meeting was 5,242, making it the second largest annual meeting in ASLA history** (San Francisco in 2007 remains the largest meeting, with 6,978 attendees). Revenue numbers for tickets, registration, and miscellaneous

- income must be double-checked, but total revenue reached at least 96 percent of the annual budget goal. Final 2010 EXPO and sponsorship sales totaled 101 percent of budget goal.
- Significant effort was expended on annual meeting continuing education programming with over 130 sessions including: 119 sessions were approved by LA CES (up from 106 in 2009); 78 sessions were approved by AICP (up from 42 in 2009); 72 sessions were approved by GBCI for USGBC's LEED-AP designates (new this year); 52 sessions were approved by AIA CES (up from 24 in 2009). EXPO has achieved 100% of its goal, with over \$2.3M. Total revenue for the annual meeting, including EXPO, ticket sales etc., is at 94% of goal, with over \$3.4M.
 - The board was briefed on planned modifications and enhancements to the LAM's editorial pages and design. While assembling the Centennial issue of *LAM* for October 2010, the magazine staff has also been planning a complete redesign of the magazine to debut in early 2011

Board Action: Review of the Programming & Operations Report was requested by the Board.

2. Sustainable Sites Initiative Progress Report –

Presented by Gary Brown, Vice-President Professional Practice & Susan Cahill, Managing Director, Professional Practice

- The Sustainable Sites Initiative™ (SITES™) confirmed over 150 projects to participate in the SITES Pilot Program. Located in 34 states along with Canada, Iceland, and Spain, the pilot projects include corporate headquarters, botanic gardens, streetscapes, federal buildings, and public parks that vary in scope and scale. The Smithsonian's National Museum of African American History and Culture, New Orleans' Lower Ninth Ward Sustainable Infrastructure Project and the Indianapolis Super Bowl Village are among many of the diverse projects that will test the SITES Rating System over the next two years. In addition to preparing worksheet submittal templates, press release packets and communication procedures for pilot projects, SITES staff hosted a series of orientation webinars in May and June for participants in the pilot program.
- Starting in summer 2009, 11 resources guides and toolkits focusing on different aspects of sustainable design and aimed at designers and local policymakers have been rolled out in stages. Total traffic for the 11 resource guides and toolkits has reached 35,000 pageviews, with the new sustainability toolkit series receiving 2,500 pageviews so far.
- Goal is to have SITES incorporated into LEED by 2012, and an individual SITES Certification for projects that don't qualify for LEED performance standards.

Board Action: No action was requested by the Board.

3. Public Relations and Communications Update –

Presented by Mark Focht, Vice-President Communications & Terry Poltrack, Director, Public Relations & Communications

- In 2009, alsa.org received 533,000 unique visitors, 130,000 more than in 2008. Traffic for 2010 continues to improve, with second-quarter unique visitors increasing by 29 percent compared to second quarter 2009. In comparison with allied organizations (AIA, APA, ULI etc.) ASLA Video Sites on the web remain the most visited site in terms of page views.
- ASLA's social media presence continues to grow. ASLA's videos on YouTube received more than 60,000 views to date – many times more than allied organizations. In addition, ASLA's main Twitter feed at currently has more than 2,900 followers.
- The new *LAND* now averages nearly 13,000 page views a month, an increase of more than 2,000 page views per month over the earlier version. The redesigned *LAND* newsletter has received nearly 35,000 views in total since launch in March.
- The number of subscribers to The Dirt weekly email update increased to 2,153 at year-end 2009, a 35 percent increase over 2008. *The Dirt* continues to be a top-five most popular blog out of 60 blogs syndicated by the Sustainable Cities Collective, a major site on sustainable urban development.
- The stated 2010 Annual Operating Plan goal calls for at least 25 stories in major publications (audience greater than 300,000). In the 2nd quarter, over 400 new news stories, blogs and websites stories directly mentioned ASLA.

Board Action: No action was requested by the Board.

4. 2011-2012 Operating Budgets –

Presented by Nancy Sommerville, Executive Vice-President ASLA and Gary Mueller, ASLA President-elect

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. At the 2010 Mid-Year Meeting, the BOT evaluated and ranked these objectives and goals for 2011. A specific highlight of the plan included the creation of a Public Relations Summit, to be held in coordination with the Advocacy Summit. The purpose is to enable chapters to position ASLA and the profession in the lead on green infrastructure and sustainability-related issues at the local level. The campaign is titled "Mobilize" – with specific communication message, resources and goals to be developed for chapter use.

Board Action: Proposed Motion: Motion to approve FY 2011 Annual Operating Plan as presented. Board voted to approve Motion unanimously.

5. Finance & Budget –

Presented by Pam Blough, ASLA Vice President of Finance and Michael O'Brien, ASLA CFO

The three major topics covered under the Finance & Budget discussion included:

- **Finance and Budget – 2010 Finance and Investments Report**

For the six months ending June 30, 2010, the Society's operating budget is more positive than for the same period last year. The balance sheet also remains strong. The graph below compares

actual revenue and expense numbers for individual programs for the first six months of 2010 to *annual* budgeted revenue and expense numbers for those same items. Note: actual revenue is greater in the 2nd six month period, as the annual meeting accounts for nearly \$3.3M in revenue.

Program	Actual Revenue	Budgeted Revenue	Actual Expense	Budgeted Expenses
Executive Offices	-	-	406,000	773,000
Finance & Building Operations	9,000	80,000	762,000	1,492,000
Member & Chapter Services	1,729,000	3,493,000	373,000	812,000
Government Affairs	-	-	278,000	550,000
Meetings & Special Programs	548,000	3,700,000	783,000	2,683,000
Education & Academic Affairs	152,000	154,000	144,000	286,000
Professional Practice	32,000	79,000	240,000	441,000
Information Technology	-	-	83,000	257,000
Landscape Architecture Magazine	1,257,000	2,820,000	951,000	2,254,000
Publishing & Resource Development	385,000	634,000	298,000	462,000
Public Relations & Communications	-	-	330,000	623,000
Total	4,112,000	10,960,000	4,648,000	10,633,000

• 2011-12 Operating Budgets

The 2011 and 2012 budgets are identical and reflect a very cautious approach during these difficult economic times. In the six-month finance and investments report, the 2010 net income is expected to be in line with the approved budget. As in prior years, uncertain financial areas currently being monitored include the performance of the annual meeting, stock market fluctuations of the long-term reserve, and interest rates associated with the interest rate swap. The 2011 budget incorporates four changes from the approved 2010 budget as discussed below:

1. The budget includes reimbursement for the Executive Committee, Board of Trustees, and Chapter Presidents Council meetings pursuant to the policy.
2. The summer and winter Executive Committee meetings are restored, and will be held in Washington, D.C., to reduce expenses.
3. A three-percent salary pool will be created for merit increases and ten percent set aside to cover an increase in health insurance premiums.
Funds have been restored to fill the vacant Public Relations and Communications coordinator position and to develop and implement a Public Relations

An additional change in 2010 and 2011, recommended by the Executive Committee, is the introduction of "financial triggers." Financial triggers would be exercised only if net income exceeds the budgeted amount at year end. A description of the triggers is discussed below:

1. In 2010, two percent would be available for a merit bonus pool.
2. In 2010, \$200 would be available per chapter for a rebate.
3. In 2011, funds would be used to restore the employer contribution (two-percent contribution plus two percent match) to the staff 401(k) employer match.

None of these triggers get executed unless budgeted net income exceeds the approved amount.

REVENUE HIGHLIGHTS	2010 Approved	2011 Revised	2012 Proposed
Finance and Building Operations	80,000	80,000	80,000
Member and Chapter Services	3,493,000	3,597,000	3,597,000
Meetings and Special Programs	3,700,000	3,850,000	3,850,000
Education and Academic Affairs	154,000	157,000	157,000
Professional Practice	79,000	66,000	66,000
<i>Landscape Architecture Magazine</i>	2,820,000	3,130,000	3,130,000
Publishing and Resource Development	634,000	654,000	654,000
Total Revenue	10,960,000	11,534,000	11,534,000

Board Action: Proposed Motion: Motion to amend the Operating Budget to return the \$200 chapter rebate back to the Staff Merit Bonus Pool. Board voted to approve Motion unanimously. Motion to approve FY 2011 Operating Budget with approved amendment. Board voted to approve Motion unanimously.

- **2011-12 Capital Expense Budget**

FY 2010 Report: The 2010 plan was approved with \$20,000 for general equipment, but only to be used in the event of a machine breakdown. Through the first half of the year, the Society spent approximately \$3,000 on capital improvements. Based on availability of funds, the plan is to replace the rooftop heat pumps in 2010. In the event funds are available and the Executive Committee approves replacement of the heat pumps, the 2010 capital expense budget could be exceeded by approximately \$15,000.

FY 2011 Plan: The 2011 capital expenditure plan includes \$60,000 for an upgraded phone system and general equipment. Thereafter, the Society's information technology group (IT) anticipates a return to a normal rotation by replacing the oldest machines with new equipment.

FY 2012 Plan: *The 2012 capital expenditure plan includes \$60,000 for upgrades to the membership database (iMIS) and the ASLA website. In 2011, additional research will need to be performed by business users, IT staff, and FBO to research the business requirements and solicit bids to perform the work.*

Board Action: *Motion to approve 2011-12 capital expenditure plan. Board voted to approve Motion unanimously.*

6. **Public Policy Amendments –**

Presented by Stephanie Landregan, ASLA Vice President of Government Affairs and Julia Lent, Director, ASLA Government Affairs

The following was presented for consideration proposed amendments to the Public Policy on Billboards.

- **Proposed Policy Statement**

The American Society of Landscape Architects believes that signage, including on-site, street-oriented advertising signs and billboards, can have a detrimental effect on the public realm. The Society urges that the size, lighting, animation, and placement of all signage be regulated so that public safety and the visual quality of the surroundings are not diminished. The Society further

believes that appropriate, properly designed, and well-located signage can be beneficial and can assist with way-finding, interpretation, and orientation.

- ***Existing Policy Statement***

The American Society of Landscape Architects urges the control and/or removal of existing billboards, the regulation of new billboards so that the visual quality of their surroundings is not diminished, and the strong local regulation of remaining signage, including on-premise signs.

- The Society endorses and encourages the following actions:
 1. National, state, and local programs to control the size, lighting, animation, and placement of advertising signs and billboards.
 2. Moratoriums on construction of new billboards along Interstate and federal aid highways and along major local transportation corridors.
 3. Prohibition on the cutting of trees and other vegetation along public rights-of-way for the purpose of making signs and billboards more visible.
 4. Policies that encourage street tree plantings and bufferyard plantings, regardless of their impact on existing signs and billboards.
 5. The removal of nonconforming billboards with appropriate compensation provided through amortization or other appropriate means.
 6. The establishment and maintenance of comprehensive street and highway graphics programs to ensure fairness to all advertisers and businesses while protecting the quality of the visual environment and assisting with way-finding.

Board Action: Motion to approve Public Policy Amendments. Board voted to approve Motion unanimously.

7. ASLA & LAF Memorandum of Understanding –

Presented by Nancy Sommerville, Executive Vice-President ASLA

The Board was presented a new Memorandum of Understanding (MOU) between ASLA and the Landscape Architecture Foundation. Highlights of the 2011-12 MOU include:

- A two-year MOU term. The shorter term (the expired MOU ran for three years) provides greater flexibility to respond to changing economic conditions, and also recognizes that LAF is in a dynamic period of growth and evolution;
- Additional changes include a modified cross-participation between the organization was defined, continuation of indirect ASLA support to LAF and LAF recognition of that support and no specific cash contribution from ASLA to LAF specified. Previously, it was \$50,000 per year from ASLA.

Board Action: Motion to approve the proposed ASLA/LAF MOU. Board voted to approve Motion unanimously.

8. Membership Qualifications –

Presented by Gary Scott, ASLA President, Brian Dougherty, ASLA Vice President of Membership and Barbara Drobins, Director of ASLA Member and Chapter Services

- The Board was briefed on plans for addressing two issues regarding membership qualifications: (1) the expansion of the Full Member category to include those landscape architects educated and residing outside the Society's territory, thus removing the International category; and (2) requiring licensure for full membership.

Board Action: The Trustees were requested to seek input from their chapter members on these issues in preparation for discussions at the BOT's 2011 midyear meeting. Staff will provide the Board with some background information around the end of the year to facilitate these discussions with their local chapter.

9. ASLA Fund –

Presented by Angela Dye, ASLA Immediate Past President

- At its annual meeting each year, the Board of Directors elects its successors to hold office for a term of one year upon ratification by the Full Voting Members for the ASLA Fund, a 501c3 organization. (The Voting Members of the ASLA Fund are the BOT of ASLA). High priority programs for the ASLA Fund include:
 - Sustainable Sites Initiative - Total cost of the project is estimated to be \$1.9 million over five years. Almost 70 percent of the total budget has been raised to date with our partners. Remaining 30 percent is funded by the Pilot Projects
 - Headquarters Green Roof Research and Promotion - A \$25,000 grant was received from the National Endowment for the Arts in 2007 to support "The Roof is Growing!"; a \$10,000 contribution for the green roof education program was received from landscape architecture firm Lewis Scully Gionet, Inc., in 2008.
 - Study of the Economic Impact of the Profession - The preliminary estimated cost of the project is \$250,000; partners and sponsorships will be sought to support the study.
 - Collect Prints and Drawings Collection - Costs – for mounting, framing and storage – and staff time are minimal and can be covered in program budgets. Purchase of these materials is currently on hold
 - Public Awareness Sub-Site for ASLA Online: Designing Our Future – Sustainable Landscapes - Total cost of the project was estimated to be \$100,000. Phase One funding of \$50,000 in the 2009 budget was cut in light of the economic climate, and all design and development was taken in-house and scaled back according to available resources, but still represents a \$50,000 investment in staff time and supporting technologies. Phase Two development was scaled back, as grant received was \$25,000, or half the requested amount, but will address the goals of greater interactivity and guidance on using the site for educational purposes.

Board Action: Motion to approve the 2011 ASLA Fund Board of Directors. Board voted to approve Motion unanimously.

The Board facilitated breakout sessions to discuss and develop the 2011-12 Federal Legislative Agenda. The meeting concluded with open forum discussion.

The next meeting of the Board of Trustees will be conducted at the Mid-year Meeting, Thursday-Friday, May 20-21, 2010 in Washington, D.C.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Scott L. Siefker", followed by a horizontal line.

Scott L. Siefker, ASLA
Indiana Chapter Trustee