

Washington, DC

ASLA Board of Trustees

April 30–May1, 2010 Midyear Meeting
Indiana Trustee Report

Meeting called to order by President Gary Scott. Throughout the course of the meeting, reports and presentation summaries were given to the board from:

- National Student Representative's Report by John Stecyk, Student ASLA
- "Greening Geneva" which is a U.S. Mission in Geneva student internship program report by Terry Poltrack, Director of Communications & Public Relations
- Paul Farmer, FAICP, Executive Director and CEO of the American Planning Association
- ASCE report by Blaine D. Leonard, FASCE
- CLARB report by Temple Barry, ASLA
- LAF report by Charles Crawford, FASLA, LAF 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. Program and Operations Report – Presented by Nancy Sommerville, EVP

The Program and Operations Report summarizes 1st Quarter 2010 progress toward the program and budget goals outlined in the FY10 Annual Operating Plan (AOP). The full text of the AOP can be accessed on the web at: <http://www.asla.org/about/AOP.htm>. Highlights of the report include:

- Economic Issues: Closing the FY09 books and work preparing for and supporting the audit were major focuses in the first quarter. At year end, ASLA's net assets had increased by approximately \$985,000 over FY08. The overall ASLA budget was reduced nearly 15%, staff positions were reduced by 11% during 2009. The \$500,000 reserve authorized by the Board of Trustees to cover ASLA's short-term cash needs still has not been used.
- Membership – Down 5.88% in 2009 – Stabilizing in 2010 with a total membership of 16,341, which is a .73% increase over the same period in 2009.
- *Landscape Architecture (LAM)* editor-in-chief search process ended with the selection of Bradford McKee to fill the position.
- Mark Focht, FASLA, was elected to fill the vacant position of vice president of communications.

- Education: The Landscape Architecture Continuing Education System (LA CES) continued to grow during the first quarter receiving 20 applications. So far 16 applications have been approved including three from ASLA chapters: South Carolina, Colorado, and Prairie Gateway. The process of monitoring LA CES providers will be launched this year. A full report on LA CES activities, web traffic, and financial information was provided to the LA CES partner organizations.
- Strategic Priorities and Program Review – Among the board’s most important responsibilities are setting the Society’s goals and objectives, establishing policy and direction, and monitoring the program and budget in the context of the strategic plan. Accordingly, the midyear meeting of the Board of Trustees includes a program review and priority-setting session, the results of which will feed into program and budget planning for 2012 and beyond. Once again, Public relations and visibility rank as the top priority for ASLA. A motion was made by the Board that staff and Ex Com leadership develop a public relation campaign (with potential emphasis on SITES) modeled after the 50 by 2010 Licensure campaign.

Board Action: Motion for the PR campaign was approved.

2. Public Relations & Communications Update – Presented by Terry Poltrack, Director Public Relations & Communications

- Media Outreach: Nearly 200 stories in various media outlets, including print, television and radio mentioning ASLA. ASLA.org site included 7 million page views, 2 million visitors and 840,000 unique visitors since the re-launch in October 2009. The DIRT blog included over 90,000 page views in the first quarter 2010. ASLA’s Twitter feed has grown by 25 percent in the first quarter, with nearly 2,100 followers.
- National Landscape Architecture Month highlights included the launch of the new “Designing our Future: Sustainable Landscapes” page, redesigned LAND, chapter toolkit outreach programs and 24 chapters reporting activities to date.

Board Action: No action was requested by the Board.

3. Sustainable Sites Initiative – Presented by Gary Scott, ASLA Vice President for Professional Development and Susan Cahill-Aylward Professional Practice Managing Director

- The Sustainable Sites Initiative’s (SITES) Call for Pilot Projects, closed on February 15. SITES received over 350 applicants to the pilot program, of which 216 were invited to participate. These projects represent 36 different U.S. States and 5 countries. SITES partner and project staff and committees continue the review process of all applications for consideration. SITES project staff confirmed the participation of several organizations invited to serve on the SITES Coordinating Committee, including the U.S. Air Force, the White House Council for Environmental Quality, the U.S. General Services Administration, and the U.S. Environmental Protection Agency.

Board Action: No action was requested by the Board.

4. ASLA Fund – Presented by Angela Dye, Chair, ASLA Fund

The ASLA Library and Education Advocacy Fund (ASLA Fund) seeks to expand the body of knowledge of the landscape architecture profession, promote the value of landscape architecture, and increase public understanding of environmental and land use issues and principles. The Fund supports the library, archives, and education programs of the American Society of Landscape Architects.

Current ongoing projects supported by the ASLA Fund include LATIS (Landscape Architecture Technical Information Series), honors and awards, national salary and business indicators survey's, career discovery, and the library and archives as well as the special projects for Sustainable Sites Initiative and the Green Roof education / promotion programs. A new public awareness sub-site for ASLA Online for the Sustainable Sites initiative has been launched. Phase One of the site, "Designing Our Future: Sustainable Landscapes," features ten case studies of diverse project types that include high aesthetic standards while using sustainable practices. The Fund received a \$50,000 grant from the National Endowment for the Arts to fund Phase Two, which includes additional interactive features, case studies, and education tools.

Board Action: The Voting Members of the Board of Directors (which are the same voting members as represented in the BOT) reviewed the ASLA Fund activity report.

5. Finance and Budget Reports:

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

5A. 2009 Finance and Investment Report Highlights – Presented by Pam Blough, VP Finance & Michael O'Brien, CFO

- ASLA finished 2009 in the black, increasing net assets by approximately \$1,200,000.
- Finance and Building Operations included two special items in 2009 attributable to favorable valuations in the long-term reserve (\$590,000) and the interest rate swap (\$140,000).
- The stock market remained strong through December 31, 2009, regaining approximately \$600,000 of the \$1,000,000 in valuation losses incurred in 2008.
- After removing the special items noted above operating revenue for 2009 was \$10,200,000 or 99 percent of the revised budget.

Program Department	Actual Revenue	Budgeted Revenue	Actual Expense	Budgeted Expenses
Executive Offices	-	-	726,692	721,699
Finance and Building Operations	787,847	-	1,272,119	1,482,627
Alliance Programs	30,810	-	19,755	-
Member and Chapter Services	3,478,346	3,253,000	743,511	872,866

Government Affairs	-	-	512,965	518,028
Meetings and Special Programs	3,219,800	3,588,800	2,472,910	2,599,234
Education and Academic Affairs	157,760	154,400	266,520	276,316
Professional Practice	66,390	91,500	417,267	390,801
Information Technology	-	-	169,097	246,769
Landscape Architecture Magazine	2,549,741	2,600,000	1,945,471	2,064,782
Publishing and Resource Development	647,584	619,000	512,979	482,991
Public Relations and Communications	-	-	700,972	647,449
Total	10,938,278	10,306,700	9,760,258	10,303,562

Cash and Reserves at 2009 Year-End	
Cash	428,148
Short-term reserve (operating fund)	-
Long-term reserve: Cash*	522,400
Equities (stocks)	1,777,974
Fixed income (bonds)	729,981
Total	3,060,355
Long-term reserve at December 31, 2008	2,401,020

* This amount includes the \$500,000 approved by the BOT in Chicago

Board Action: No action was requested by the Board.

5B. 2008 Audit Report Action – Presented by Richard Powel, ASLA, Chair of Audit Committee

The Board of Trustees approved the formation of the Audit Committee in 2006, which is charged with selecting an independent auditor and the review of the audit process and audited financial statements and management letter. A summary presentation by the Chair of the Audit Committee to review a draft of the audit report and management letter for 2009 was given to the Board of Trustees. The auditor's opinion fairly represent the results of operations and cash flows, and that recommended best practices are in place for sound financial and fiscal management of the organization. The auditors did recommend that ASLA develop an accounting manual and that the software management be shifted from the accounting department to the IT department.

Board Action: The Board voted to accept the audit and management letter as presented and recommended by the Audit Committee.

5C. 2010 Finance and Investments Report – Presented by Pam Blough, VP Finance & Michael O'Brien, CFO

In the first quarter cash requirements are low, so ASLA has a fairly strong cash position; the stock market is doing well, which helps ASLA's investment position. Second quarter

expenses will be higher, in part due to the midyear meeting. Revenues are generally on track, but will continue to be carefully monitored.

2010 1st QTR Summary

Cash	\$431,570
Short-term reserve (operating fund)	\$750,000
Long-term reserve: Cash*	\$553,663
Equities (stocks)	\$1,875,469
Fixed income (bonds)	\$740,623
Total	\$3,169,755
Long-term reserve at December 31, 2009	\$3,028,907

** This amount includes the \$500,000 approved by the BOT in Chicago*

Board Action: No action was requested by the Board.

5D. Dues Recommendation Report – Presented by Pam Blough, VP Finance & Brian Dougherty, VP Membership

In 1999 the Board of Trustees established a policy calling for the evaluation and determination every two years of a dues increase. The Finance and Investments and the Member Services Committees are responsible for reviewing the dues structure and making recommendations to the Board of Trustees for a dues increase. There are three criteria to be used in the review: 1) the Consumer Price Index (CPI); 2) dues as a percentage of the budget; and 3) the cost of programs and services. The CPI and the cost of services are reviewed to address the effects of inflation. Dues as a percentage of the budget relates to IRS guidelines for 501(c)6 not-for-profit organizations such as ASLA. While the threshold for this percentage is not specifically stated, it is important to keep dues as a substantial percentage of the overall revenue in order to maintain tax-exempt status.

While the Society has weathered the economic uncertainty of the past year, this weathering has come at a cost with significant budget cuts, deferment of equipment replacement, and staff cuts and furloughs. The recommended dues increase is necessary in order to avoid further cuts in the services provided to members. There are projected within the next year a number of cost increases such as health care premiums, building operations costs, and a projected postage increase. ASLA is not projecting an increase in revenue sources this year that might otherwise help off-set these costs. The proposed dues increase will help ASLA remain in a status quo position without reducing benefits to members or staff.

The Finance and Investments and Member Services Committees met several times to review the economic condition of the Society and to develop a dues recommendation. This recommendation, after much thought and discussion, is presented to the Board of Trustees jointly having been approved by both committees and the Executive Committee. At this point, it is recommended that no dues increase be approved for 2012. It is hoped that during the remainder of 2010 and during 2011 the economic recovery will assist the Society in regaining membership,

sponsorship, and advertising revenue. The proposed change in dues varies from \$9.00 for Full, International, and Affiliate Members to \$0.00 for Associate and Student Members. In addition, all members located outside the United States will be assessed an additional \$50 surcharge to offset the additional postage, banking fees, and currency exchange fees that the Society is currently paying for these members. The chart below presents the membership rates for 2011 and 2012.

Member Category	Year	2010	2011	2012
Full		313	322	322
Associate	3 rd	265	265	265
	2 nd	211	211	211
	1 st	168	168	168
Student going directly to Associate	3 rd	165	165	165
	2 nd	117	117	117
	1 st	0	0	0
Affiliate		313	322	322
International		313	322	322
Student		50	50	50
Student Affiliate		50	50	50

Board Action: The Board approved the following:

1. A dues increase of three (3) percent or nine (\$9.00) dollars, effective January 1, 2011, for all Full, International, and Affiliate Members.
2. A surcharge of fifty (\$50) to cover the cost of services (postage, foreign currency translation, and bank charges) for all members located outside the United States.
3. No dues increase for Associate Members and Student Members.
4. No additional dues increase for 2012.

5E. Budget Program Alignment – Presented by Pam Blough, VP Finance & Michael O'Brien, CEO

A summary of the report and recommendation prepared by the Finance and Investments Committee and staff in response to a motion passed by the BOT last September in Chicago, which concerned a realignment of programs within the budget to reflect the priority placed on public relations and communications within the strategic planning process was presented to the Board. After extensive research, discussion, and consideration as requested by the Board of Trustees, the Finance and Investments Committee recommends to the Executive Committee that the 2011 and future budgets should not be realigned because public relations and communications are woven throughout all of the ASLA programs. We recommend that Public Relations and Communications Director Poltrack prepare a presentation to the BOT that outlines the coordination efforts and that input and ideas for additional coordination efforts be solicited from the trustees.

Board Action: The Board approved the recommendation by the Finance and Investments Committee.

6. Medals, Honors & Awards – Presented by Angela Dye, Immediate Past President

- The Board was presented with the candidates for the ASLA Medal nominees.

Board Action: The Board voted for the 2010 recipients. Those recipients shall receive their recognition at the annual meeting in Washington in September 2010.

7. Government Affairs – Presented by Stephanie Landregan, VP Gov't Affairs & Julia Lent, Director of Gov't Affairs & Roxanne Blackwell, Federal Gov't Affairs Director

- **Public Policy Amendments**

The Policy Committee revised policies on Universal Design and Public Lands (replacing Public Lands and Forests) were presented. Following this meeting, there was a two-week comment period for the board to offer suggested changes to the Policy Committee. The full policy statements can be found on the ASLA website.

Board Action: The Board approved the policy amendments.

- **Federal Government Affairs Update**

In response to the devastating earthquake in Haiti, ASLA coordinated with IFLA and released a statement providing guidance to members who were interested in getting involved.

ASLA is tracking more than 1,400 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). ASLA Advocacy Day is slated for April 29 in conjunction with the midyear leadership meetings. Advocates will be supporting the Urban Revitalization and Livable Communities Act (H.R. 3734) and the Green Infrastructure for Clean Water Act of 2009 (H.R. 4202) when they visit their congressional offices.

Coalition work is a key component of ASLA advocacy. ASLA is an active partner in the Complete Streets Coalition, the Urban Parks Coalition, the No Child Left Inside Coalition, and the Sustainable Urban Forest Coalition (SUFC). This quarter ASLA hosted the SUFC annual business and planning meeting and advocacy day on March 2-4. Government affairs staff actively participated in the SUFC advocacy day activities including briefing Senate Environment and Public Works Committee staff, who indicated their support for including the Energy Conservation Through Trees Act into the Senate Energy bill.

The Senate Committee on Environment and Public Works recently reported out its carbon reduction bill, The Clean Energy Jobs and American Power Act (S.1733). Section 167 of the measure includes the language of the Energy Conservation through Trees Act, which ASLA helped Congresswoman Doris Matsui (CA) craft. The measure could be ready for full Senate action in the near future.

The ASLA Advocacy Network continues to be a valuable tool for ASLA grassroots. Nearly 1,300 messages have been sent thus far this year.

Board Action: No action was requested by the Board.

▪ **State Government Affairs Update**

The final push for the 50 by 2010 Licensure Campaign has begun. The momentum from 2009 has continued with Wisconsin's upgrade legislation enacted in February. There are now 46 practice acts, an increase of 16 practice acts since the start of the campaign in 2001. There are three title acts (Illinois, Massachusetts, and Maine); Vermont and DC remain without regulation

The date for this year's ASLA Advocacy Summit has been set for July 30-August 1 in Alexandria, Virginia. Similar to the annual Licensure Summit, but a smaller event, the summit will focus on assisting chapters to build a state advocacy program. It will not be feasible to open up attendance to all chapters, but a mechanism will be put into place whereby chapters can apply to attend.

Board Action: No action was requested by the Board.

8. Nominating Committee Appointment

Board Action: The Board selected trustee Deb Schwab, Maryland Chapter Trustee for appointment to a two-year term (May 2, 2010–Midyear 2012) on the ASLA Nominating Committee.

9. Vice Presidential Election

- Each candidate provided a brief presentation to the Board followed by break-out group question and answer sessions.

Board Action: After the candidate presentations and small-group question sessions, the Board elected:

Ed Czynscon (Georgia), Vice President Professional Practice
Gregory Miller (New Mexico), Vice President Membership
Vaughn Rinner (Virginia), Vice President Finance

The meeting concluded with the presentations of the ASLA 2011 President-elect candidates, Brian Dougherty, FASLA and Susan Hatchell, FASLA. Full membership voting for the president-elect candidate opens in May 2010.

The next meeting of the Board of Trustees will be conducted Thursday-Friday, September 9-10, 2010 in Washington, D.C.

Respectfully submitted,

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

Scott L. Siefker, ASLA
Indiana Chapter Trustee