

# Washington, DC

## ASLA Board of Trustees

May 11–12, 2012 Midyear Meeting  
**Indiana Trustee Report**

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

- National Student Representative's Report by Ryan Sotirakis, Student ASLA
- AIA Report by Jeffrey Potter, FAIA, President
- ASCE Report by Tom Smith
- CLARB Report by Denise Husband, ASLA, CLARB President
- LAF Report by Heather Whitlow, Director of Programs & Communications

Special guest presentations also included the President and Vice-President Candidate presentations. Board open forum issues included discussions regarding 2012 Congressional Lobby Day summaries (held May 10, 2012) which focused on the reauthorization of the Transportation Bill to include Transportation Enhancements, Safe Routes to School, Complete Streets Policy as well as the Green Infrastructure Act.

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 2012 progress toward the program and budget goals outlined in the FY12 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:* The first quarter loss of \$100,000 compares favorably to a loss of \$271,000 in 2011 or the budgeted loss of \$200,000. Continue to maintain conservative approach. The \$500,000 reserves withdrawal from 2009 was repaid in 2011. Based on an assessment of the Society's cash position and short-term working capital needs, a \$75,000 contribution was made to the long-term reserve. ASLA had last contributed to the long-term reserve in 2007.
- *Membership:* Membership has decreased slightly in the first quarter; 0.22 percent from year-end 2011, with a total of 15,555 members. Closed 2011 down 1.08% (fourth consecutive year decline). 1<sup>st</sup> QTR 2012 has seen \$56,000 revenue drop attributed to this membership loss. Reviewing strategies for additional ASLA outreach dedicated to membership recruitment and retention with goal of 5% growth. Chapter Recruitment Webinar held in March 2012 and the launch of a webpage dedicated to chapter recruitment ([www.asla.org/chapterrecruitment.org](http://www.asla.org/chapterrecruitment.org))

- *Media & Landscape Architecture (LAM):* LAM began 2012 by finishing work on a new home page and blog for the magazine, and continued to expand the reach of coverage of design and practice at all scales. Advertising sales for FY 2012 Landscape Architecture Magazine (LAM) grew by 13 percent during the first quarter. The first four issues of 2012 outsold the first four issues of 2011 by 12 percent. ASLA's presence in social media continued to grow, with some 13,750 people currently following the Society on Twitter. Facebook, LinkedIn, and YouTube pages all attracted new users and active participation.
- *Strategic Objectives: 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 2013 and beyond. Licensure and Public relations / Visibility rank as the top priority for ASLA, with Laws and Regulations (advocacy) close behind.

**Board Action:** No action was requested by the Board.

**2. Government Affairs** – Presented by Chad Danos, VP Gov't Affairs & R, Director of Gov't Affairs & Roxanne Blackwell, Federal Gov't Affairs Director

- **Federal Government Affairs Update**

As expected, the transportation reauthorization bill was a major focus in the first quarter. ASLA succeeded in restoring most of the key programs in the Senate version of the bill, which passed in March. Attention has shifted to the House, where the initial proposal guts most of the transportation programs that matter to landscape architects.

After receiving comments from ASLA and many landscape architecture firms, the Small Business Administration (SBA) accepted ASLA's recommendations and issued a final size-standards rule in February that will continue the \$7 million threshold to be considered a small landscape architecture firm for purposes of federal contracting. Last year, the SBA proposed raising the maximum amount to \$19 million, which ASLA strongly opposed.

As congressional appropriators debate the Fiscal Year 2013 spending bills, ASLA has weighed in on behalf of a number of critical federal programs, including support for the Department of Housing and Urban Development's Sustainable Communities Program, the Sustainable Communities Challenge and Regional Planning Grants, HOPE VI housing program, as well as the Transportation Investments Generating Economic Recovery (TIGER) Grants program. In the Interior and Environment Appropriations bill, ASLA has come out in support of the Land and Water Conservation Fund, as well as the U.S. Forest Service's Urban and Community

Forestry program. ASLA has also urged support for the Centers for Disease Control and Prevention's Healthy Community Design Initiative.

- **State Government Affairs Update**

In the first quarter, ASLA continued its marketing efforts and collaboration with respect to the Universal Designation Policy. ASLA participated in the spring meeting of the Council of Landscape Architectural Registration Boards (CLARB), which included breakout sessions to discuss implementation of PLA in the states. While a few boards remain concerned about the legal aspects of this issue, most of the boards in attendance expressed support for the policy. In February, ASLA legal counsel completed a legal opinion related to this issue, which has been provided by chapters and licensing boards that have been discussing this issue. In February, ASLA hosted representatives from 30 chapters on the first quarterly Advocacy Web Summit of 2012. The quarterly web summits are intended to serve as an extension of the in-person Advocacy Summit and provide regular training and collaboration between ASLA national and advocacy contacts from each of the chapters. Topics at the February meeting included an update from the Public Awareness team on Landscape Architecture Month, the universal "PLA" designation, a review of the advocacy network capacities for states and chapters, and a discussion of deregulation efforts in various states. The next quarterly Web Summit will be held on Thursday, May 24.

The Board also held break-out sessions during the mid-year meeting to discuss and identify state issues to review & prioritize local advocacy affairs.

- **Advocacy Network**

In the first quarter of 2012, 1,565 activists sent 3,877 messages to federal and state elected officials using the Advocacy Network. Chapters are also using this tool to enhance their state advocacy-day efforts.

**Board Action:** No action was requested by the Board.

### **3. Finance and Investments Reports:**

The four major topics covered under the Finance & Investment discussion included:

- **3A. 2011 Year-End Report & Financial Highlights** – Presented by Vaughn Rinner, VP Finance & Michael O'Brien, CFO
  - In 2011, ASLA increased net assets (net income) by approximately \$440,000, and complied with bank loan covenants.
  - Revenue in 2011 fell short of the budget by 5.6 percent or \$644,000 and expenses were less than budget by 6.8 percent or \$763,000. It's important to note that although the revenue targets were not met in 2011, directors actively managed program expenses to ensure compliance with debt covenants and the 2011 BOT bottom line.

- Finance and Building Operations included two special items in 2011. There was an unfavorable valuation adjustment in the long-term reserve of approximately \$224,000 and a favorable valuation in the interest rate SWAP liability of \$54,000.
- After removing the special items noted above, operations generated an increase in net assets of approximately \$600,000 for 2011.

| Program Department  | Actual Revenue | Budgeted Revenue | Actual Expense | Budgeted Expenses |
|---|----------------|------------------|----------------|-------------------|
| Salary and Fringe Benefits  | -              | -                | 4,405,000      | 4,473,000         |
| Executive Offices   | -              | -                | 373,000        | 435,000           |
| Finance and Building Operations                                     | (112,000)      | 80,000           | 1,050,000      | 1,115,000         |
| Member and Chapter Services   | 3,463,000      | 3,597,000        | 478,000        | 557,000           |
| Government Affairs  | -              | -                | 200,000        | 212,000           |
| Meetings and Special Programs                                       | 3,662,000      | 3,850,000        | 1,815,000      | 2,100,000         |
| Education and Academic Affairs                                      | 175,000        | 157,000          | 130,000        | 173,000           |
| Professional Practice   | 64,000         | 66,000           | 119,000        | 111,000           |
| Information Technology  | -              | -                | 85,000         | 130,000           |
| Landscape Architecture Magazine                                     | 2,977,000      | 3,130,000        | 1,267,000      | 1,373,000         |
| Publishing and Resource Development                                 | 661,000        | 654,000          | 205,000        | 168,000           |
| Public Relations and Communications                                 | -              | -                | 325,000        | 368,000           |
| Totals  | 10,890,000     | 11,534,000       | 10,452,000     | 11,215,000        |
| Revenue was less than budget  | (5.6%)         | 644,000          | -              | -                 |
| Expenses were less than budget                                      | -              | -                | (6.8%)         | 763,000           |
| Increase in net assets (net income)                                 | 438,000        | -                | -              | -                 |
| Cash and Reserves   |                | 2011             |                | 2010              |
| Cash  |                | 750,000          |                | 624,000           |
| Short-term reserve (operating fund)                                 |                | 1,200,000        |                | 876,000           |
| Long-term reserve: Cash   |                | 87,278           |                | *555,488          |
| Equities (stocks)   |                | 2,134,905        |                | 2,118,862         |
| Fixed income (bonds)  |                | 1,024,891        |                | 740,536           |
| Total   |                | 3,247,074        |                | 3,414,886         |
| Long-term reserve at December 31, 2011 / 2010                       |                | 3,414,886        |                | 3,028,907         |
| * This amount includes the \$500,000 approved by the BOT in Chicago |                |                  |                |                   |

**Board Action:** No action was requested by the Board.

- **3B. 2011 Audit Report Action** – Presented by David Lycke, 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 presented the audited financial statements (Consolidated Financial Statements with Supplementary Information and Independent Auditors' Report December 31, 2011) by Watkins, Meegan, Drury & Company, LLC, (WMD) of Bethesda, Maryland, who conducted the audit. It's a **clean opinion** and states the following: "following "In our opinion, the consolidated financial statements referred to above present fairly, in all material respects, the consolidated financial position of American Society of Landscape Architects, Inc. and Affiliate as of December 31, 2011, and the change in net assets and their cash flows for the year then ended in conformity with the accounting principles generally accepted in the United States." The management letter was presented for review and consideration by 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

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

- **3C. 2012 1<sup>st</sup> Qtr Report** – Presented by Vaughn Rinner, VP Finance & Michael O'Brien, CFO
  - First quarter cash requirements tend to be low, so ASLA has a strong cash position. Additionally, the stock market is doing well, which helps ASLA's long-term reserve position. Revenues and expenses for the quarter are generally on track, but will continue to be carefully monitored. The most significant observation for the quarter is that ASLA is making contributions to the long-term reserve.

| Cash and Reserves                        | 1 <sup>st</sup> Quarter 2012 |
|--|------------------------------|
| Cash                                     | \$190,000                    |
| Short-term reserve (operating fund)      | \$2,200,000                  |
| Long-term reserve: Cash                  | \$166,000                    |
| Equities (stocks)                        | \$2,408,000                  |
| Fixed income (bonds)                     | \$1,035,000                  |
| Total                                    | \$3,609,000                  |
| LT reserve adjusted at December 31, 2011 | \$3,322,000                  |

**Board Action:** No action was requested by the Board.

- **3D. Dues Recommendation** – Presented by Vaughn Rinner, VP Finance, Greg Miller, VP Membership, Michael O'Brien, CFO & Barbara Drobins, Member Services Director
  - In 1999, the Board of Trustees established a policy calling for the evaluation of dues every two years. The Finance and Investments and the Member Services

Committees are responsible for evaluating the dues structure and making recommendations to the Board of Trustees. The criteria used in the evaluation are: 1) the Consumer Price Index (CPI); 2) total dues revenue 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 on the Society's programs. Dues as a percentage of the budget relates to an IRS guideline for 501(c)6 not-for-profit organizations such as ASLA. While the threshold for the IRS guideline is not specifically stated, it is important for a membership organization to keep dues as a substantial percentage of the overall revenue to maintain its tax-exempt status. The three criteria are discussed in detail below.

- 1) The following chart illustrates Full Member dues calculated in accordance with the changes in the consumer price index over the past five years and compares that amount to the BOT approved increases through 2012.

| Year(s)           | CPI Percent | CPI Dues Increase | Approved Increase | Dues            |
|-------------------|-------------|-------------------|-------------------|-----------------|
| 2006              |             | 293.00            |                   | 280.00          |
| 2007              | 2.85%       | 8.34              | 10.00             | 290.00          |
| 2008              | 3.85%       | 11.59             |                   | 290.00          |
| 2009              | -0.34%      | -1.06             | 10.00             | 300.00          |
| 2010              | 1.64%       | 5.11              | 13.00             | 313.00          |
| 2011              | 3.16%       | 10.01             | 9.00              | 322.00          |
| 2012 Current Year |             | <b>\$326.99</b>   |                   | <b>\$322.00</b> |

The 2012 BOT approved Full Member dues amount of \$322 falls slightly below the inflation adjusted dues amount of \$327. In determining an amount for the 2013 dues, the recommended increase of \$13 reflects the Committees' inclusion of the previous \$5 shortfall and an additional \$8 to cover inflation through 2014. Although the \$13 increase adds to the membership revenues, the Committees recognize a need for the Society to grow membership.

- 2) Membership dues as a percentage of the 2012 and 2013 budgets were assessed by CFO O'Brien and average approximately 35 percent. The average is consistent with prior years and within acceptable range to maintain the Society's tax-exempt status.
- 3) While the Society has successfully weathered the economic constraints of the past few years, it has come to the cost of membership activities.

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, was presented to the Board of Trustees having been approved by the Executive Committee and both committees. The recommendation is to increase dues four (4) percent or thirteen (13) dollars, effective January 1, 2013, for all Full, International, and Affiliate Members. The chart below presents the membership rates for 2012 through 2014.

| Member Category                     | Year            | 2012 | 2013       | 2014 |
|-------------------------------------|-----------------|------|------------|------|
| Full                                |                 | 322  | <b>335</b> | 335  |
| Associate                           | 3 <sup>rd</sup> | 265  | 265        | 265  |
|                                     | 2 <sup>nd</sup> | 211  | 211        | 211  |
|                                     | 1 <sup>st</sup> | 168  | 168        | 168  |
| Student going directly to Associate | 3 <sup>rd</sup> | 165  | 165        | 165  |
|                                     | 2 <sup>nd</sup> | 117  | 117        | 117  |
|                                     | 1 <sup>st</sup> | 0    | 0          | 0    |
| Affiliate                           |                 | 322  | <b>335</b> | 335  |
| International                       |                 | 322  | <b>335</b> | 335  |
| Student                             |                 | 50   | 50         | 50   |
| Student Affiliate                   |                 | 50   | 50         | 50   |

**Action Requested:** Approval of the Finance and Investments and Member Services Committees' recommendation as follows:

1. A dues increase of four (4) percent or thirteen (\$13.00) dollars, effective January 1, 2013, for all Full, International, and Affiliate Members.
2. No dues increase for the emerging professionals - Associate Members and Student Members.
3. No dues increase in 2014 for all membership categories.

**Board Action:** After a discussion regarding the timing of the dues increase issue, the Board needed a  $\frac{3}{4}$  majority to pass, which it did receive. The Board voted to accept the proposed dues increase by the Finance and Investments and Member Services Committees'.

**4. Public Relations & Communications Update** – Presented by Terry Poltrack, Director Public Relations & Communications & Mark Hough, VP of Communications

- Reported on National Landscape Architecture Month chapter participation, sample events, summary of media coverage.
- Reviewed 04.26.12 events around the country, summary of media and event coverage.
- Previewed of the second Public Awareness Summit, August 3-5, in Alexandria, Va.
- Previewed of September 2012 efforts to reintroduce the public to their parks through rededications and other activities.

**Board Action:** No action was requested by the Board.

**5. Bylaws Amendment on LAAP Accreditation Authority** – Presented by Julia Lent, Managing Director Government Affairs, Ron Leighton, Director Education & Academic Affairs and Richard Zweifel, VP of Education

At the fall 2011 meeting, the Board of Directors approved the recommendation of the Task Force on Accreditation and Reciprocity to authorize the Landscape Architectural Accreditation Board (LAAB) to accredit non-degree granting programs; the programs must meet the same standards that are used to evaluate degree-granting programs, and a bachelor's degree must be a prerequisite to entry into a certificate program. The Board also charged the Constitution and Bylaws Committee with writing the necessary changes to the Bylaws to implement the task force recommendation. The Board motion was approved with 17 opposed.

Since the Board action, the Council of Educators in Landscape Architecture (CELA) and its members have continued to express strong opposition to the proposal. Most or all of the substantive concerns raised in opposition were reviewed by the Task Force and addressed in the Task Force report and/or can be mitigated or eliminated in implementation, either in the language of the Bylaws change, or in LAAB procedures. However, the nature of the opposition at this juncture is a significant concern. President Hatchell, Vice President of Education Zweifel, and Education Director Leighton discussed this issue at length with the CELA board and attendees at the recent CELA meeting.

Since the Board directed that the Bylaws amendment be prepared for action at midyear, staff and the Constitution and Bylaws (C&B) Committee have proceeded with the preparation of that language. The C&B met by conference call on April 3 and approved language to implement the Board motion.

Based on the prevalent belief that not enough time and discussion has been devoted to the issue, the Executive Committee recommends that the Board defer action on the Bylaws amendment until the midyear 2013 meeting. The one-year delay will: 1) give all parties the opportunity to express their concerns and present any new information/data that should be considered; and 2) allow time to respond to individual concerns and to explain how concerns will be addressed through implementation.

As part of this process, an open forum can be scheduled at the Phoenix annual meeting to discuss concerns and potential implementation strategies. Further technical implementation input can be requested from LAAB as part of this ongoing discussion. In addition, additional consideration can be given to determining if there might be a way to structure the change in LAAB authority in a more limited way.

**Board Action:** The Board voted to approve the motion to defer action as recommended by the Executive Committee until Mid-year 2013. A motion was then made to rescind the Task Force recommendation approved at the San Diego BOT meeting in October 2011 to continue discussion of concerns and investigation of strategies. The motion to rescind the Task Force recommendation failed to pass.



## **6. ASLA Fund – Presented by Jonathan Mueller, Chair, ASLA Fund**

The ASLA Library and Education Advocacy Fund (ASLA Fund-501c3, funding from non-dues sources and tax deductible donations vs. ASLA which is 501c6) 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 LATIS, the Landscape Architecture Technical Information Series; honors and awards programs; ASLA National Salary and Business Indicators Surveys; career discovery; and the ASLA library and archives of the American Society of Landscape Architects. Current or ongoing projects funded by the ASLA Fund include:

- **Sustainable Sites Initiative.** Programmatic goals for 2012-2013 include: continued implementation of the SITES pilot project phase; revision of the SITES rating system based on experience during the pilot phase; development and implementation of a plan for long-term SITES project certification and professional credentialing; and ongoing outreach to other organizations, public policy makers, and media.
- **Headquarters Green Roof Research and Promotion.** Continue to leverage the green roof to promote and raise the visibility of ASLA and the profession, and to support ASLA advocacy goals. Publish an updated report on green roof performance to mark the fifth year since construction of the roof; the report will compare runoff water quality, stormwater retention, temperature, and plant performance with first year data. Provide green roof tours to targeted groups, including the media, landscape architecture students, ASLA members, building owners/developers, and other design and construction industry groups, and to others as requested.
- **Public Awareness Sub-Site for ASLA Online:** Core development of 30 case histories is complete. These range from a modest yard to parks, transportation corridors, campuses, facilities, and commercial developments, thus demonstrating the breadth of landscape architecture projects. All developed in-house, these projects introduce both historical and modern designs that feature high aesthetic standards while using sustainable practices. Supported in part by a \$25,000 grant from the National Endowment for the Arts in Phase Two, the end goal is to have 10 animations and educational guides accompany the 30 case studies. A National Endowment for the Arts grant proposal was submitted to help fund a new feature of a comprehensive "flyover" of a city and its surrounding suburbs to present the ideas in a global context, but it was not successful. Emphasis now is on developing a strategic plan to promote the site as a learning tool, including further possible development of curricula. More case studies may be added in 2013 based on budgets and demand. This year the site, now almost three years after launch, continued to gain interest: Since its launch, the website has been viewed more than 323,000 times, and the eight current animations have been watched 84,000 times and have attracted substantive media attention. .
- **Study of the Economic Impact of Landscape Architecture.** This project, which was conceived a number of years ago as a major research study in the same vein as the 1994 ASLA/ULI report "Value By Design," was postponed because of the higher priority and time sensitivity of the green roof and Sustainable Sites Initiative projects. Due to

current budget constraints of ASLA and potential partners like ULI, the project has been further deferred. Efforts have focused, instead, on identifying and compiling existing economic research as part of a comprehensive public relations and communications sustainability toolkit series. The 457 stormwater case studies collected by ASLA to support EPA's stormwater rulemaking, and now published on [asla.org](http://asla.org), are another good addition to the body of research on economic benefits..

- **Prints and Drawings Collection.** This project has been on hold due to lack of space for the flat file storage at ASLA since putting the redesign of the first floor on hold. Continue to pursue exploring options for establishing a partnership with another organization that could house, digitize, and potentially also display. Begin solicitation of materials from recent professional award winners and medalists.

**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. The Voting Members were requested to support the formation of an American Society of Landscape Architects Fund, LLC, (ASLA Fund, LLC) as a wholly owned subsidiary of the ASLA Fund, with formation of the ASLA Fund, LLC, to be handled by management, in coordination with legal and tax counsel, and approved by the ASLA Fund Board of Directors. This motion passed.

#### **7. Medals, Honors & Awards** – Presented by Jonathan Mueller, FASLA, Immediate Past President

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

**Board Action:** The Board voted for the 2012 recipients. Those recipients shall receive their recognition the 2012 annual meeting in Phoenix, Arizona.

#### **8. Sustainable Sites Initiative Update** – Presented by Nancy Somerville, EVP & Ed Czynscon, VP Professional Practice

- SITES announced the first three certified projects on January 25; the first to be recognized for their sustainable land practices from the 155 pilot projects currently participating in the SITES pilot program, which began in June 2010. The St. Charles, Missouri, campus of Novus International, Inc., received a three-star certification; the Green at College Park of the University of Texas at Arlington and the Woodland Discovery Playground at Shelby Farms Park in Memphis, Tennessee, both received a one-star certification. Announcement of the three certified projects was a concerted effort among the three partners and the project teams. To date, the push has resulted in more than 300 media pick-ups. As of March 1, 21 additional pilot projects submitted their certification materials for preliminary review.
- SITES staff and technical committees met in Austin in February and March to begin revising and updating the credits for the next version of the rating system, which will be released in 2013, following a public comment period.

- For the commercial phase of SITES, ASLA's tax and legal counsels have recommended that ASLA's involvement be through a Limited Liability Company (LLC), to be formed as a subsidiary of the ASLA Fund. As a subsidiary of the Fund, the LLC will enjoy the same tax status and advantages of the parent corporation. The LLC structure provides maximum flexibility and does not require incorporation. Establishing the LLC will also limit ASLA's liability exposure related to SITES. The ASLA Fund, LLC, will provide the infrastructure to ensure the success of the commercialization of SITES for ASLA members and the general public. ASLA tax and legal counsel will continue to be consulted through the process of setting up the LLC to ensure that issues regarding tax and legal liability, intellectual property, and related issues are addressed appropriately.

**Board Action:** No action was requested by the Board. The LLC approval occurred when the ASLA Fund was convened. (Summarized under bullet 6).

## 9. Nominating Committee Appointment

**Board Action:** The Board selected trustee Mark Tabor, Colorado Chapter Trustee for appointment to a two-year term (May 2012 – Midyear 2014) on the ASLA Nominating Committee.

## 10. 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:

Annette Wilkus, Vice President Professional Practice  
Shawn Kelly, Vice President Membership  
David Lycke, Vice President Finance

## 11. Open Forum Issue Discussion

Open Forum discussion issues –

- Fellows process & review of selection
- Possibility of new membership criteria / fee for full-time academic
- Review of firm finder criteria, only listing licensed landscape architect member firms
- Discussion regarding QBS for Federal/State landscape architects (instead of "other")
- Evaluation of our effectiveness regarding Health Benefits & Economic Benefit for our advocacy efforts in the Transportation Reauthorization Bill
- Discussion regarding use of PLA designation
- Accreditation for Certificate Programs
- Discussion of Performance Based Landscapes and our professions role in this topic

- Discussion of how we could partner with larger medical community regarding creating health related & active living environments
- Ohio Chapter Trustee raised motion to adjust BOT agenda to reflect consent decree and allow minimum of 4 hours for strategic and long-range discussion planning
- Question raised regarding how do you continue to ensure quality of Laces program?
- How is CE measured to be effective?

The meeting concluded with the presentations of the ASLA 2013 President-elect candidates, Mark Focht, FASLA and Vaughn Rinner, ASLA. Full membership voting for the president-elect candidate opens in May 2011.

The next meeting of the Board of Trustees will be conducted Thursday - Friday, September 27-28, 2012 in Phoenix, Arizona.

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