

Washington, D.C.

ASLA Board of Trustees

April 26–27, 2013 Midyear Meeting
Indiana Trustee Report

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

- General Services Administration (GSA) Initiatives by Christian Gabriel, ASLA
- AIA Report by Mickey Jacob, FAIA, President
- ASCE Report by Tom Smith, Deputy Executive Director
- CLARB Report by Dennis Bryers, FASLA, CLARB President
- LAF Report by Barbara Deutsch, FASLA, Executive Director

Special guest presentations also included the President and Vice-President Candidate presentations. Board open forum issues included discussions regarding 2013 Congressional Lobby Day summaries (held April 25, 2013) which focused on the reauthorization of the Small Business Development, Community Parks Revitalization Act, Complete Streets Policy as well as the Innovative (Green) Infrastructure Act. The Board also discussed updating the mission statement for ASLA utilizing the Baldrige criteria as a tool for enhancing ASLA's overall effectiveness, beginning with an organizational assessment, building on and going beyond the program and priorities

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 2013 progress toward the program and budget goals outlined in the FY12 Annual Operating Plan (AOP). Highlights of the report include:

- *Finance & Building Issues:* In 2012, ASLA increased net assets (net income) by approximately \$850,000, contributed \$320,000 to the long-term reserve and complied with all of its loan covenants. The first quarter resulted in a decrease in net assets (loss) of \$147,000 and is in line with the budgeted loss. For the period, revenues of \$1,243,000 fell short of the budget of \$1,367,000 by \$124,000. Similarly, expenses of \$1,389,000 fell below the budget of \$1,515,000 by \$125,000. Generally the first quarter is quiet with limited special activities. Management is actively monitoring the situation and believes it is nothing to be concerned with at the present time. The Society's financial position remains strong with \$2.7 million in combined cash and the short-term reserve. In the first quarter, the long-term reserve had \$4.4 million of assets and an unrealized gain of \$240,000, or 6 percent. Additionally, ASLA contributed \$90,000 to the long-term reserve during the first quarter.
- *Government Affairs:* Re-introducing federal legislation critical landscape architects dominated the federal agenda during the first quarter in 2013. Discussions on the federal budget, debt, and deficits continue to drive the conversation on Capitol Hill, making the introduction of new legislation, or even the reintroduction of bills from past

congresses a challenge. On the state level, this quarter brought promising developments, with the potential to add the District of Columbia to the list of jurisdictions that license landscape architects. ASLA has stood firm against deregulation of hard-fought licensure gains, and is assisting chapters in Michigan, Missouri, and elsewhere facing deregulation bills. ASLA also hosted a quarterly Advocacy Summit, providing members the opportunity to share tools and resources for chapters facing challenges to licensure as well as best practices in planning and implementing a state advocacy agenda. Advocacy Day 2013 include the promotion of Small Business Development, Complete Streets Policy, Innovative Infrastructure Act and the Community Revitalization through Parks Act. Other Advocacy highlights include:

- In January, ASLA sent a message to the entire House of Representatives and U.S. Senate welcoming them to the 113th Congress and introducing the Landscape Architect's Guide to Washington, D.C., to members of both chambers and their staff. The message encouraged members and staff to visit these places online and in-person to see how landscape architects have contributed to Washington's rich cultural heritage and encouraged the offices to share this resource with constituents and other visitors as they explore our nation's capital. This Hill outreach generated a significant increase in page views of the guide.
 - In early February, ASLA presented the standing- room-only education session Green Infrastructure: Cheaper Than We Thought at the New Partners for Smart Growth Conference. The session discussed how communities are implementing low-cost green infrastructure techniques to effectively manage their stormwater.
 - ASLA worked with the Land and Water Conservation Fund (LWCF) Coalition to have LWCF legislation introduced. As a result, on February 14, Senator Max Baucus (MT) and Senator Richard
 - Burr (NC) introduced S. 338 the Land and Water Conservation Authorization and Funding Act of 2013, bipartisan legislation that aims to fully fund the Land and Water Conservation Fund (LWCF) at no additional cost to taxpayers.
 - ASLA is working with a number of their coalitions and allied organizations to have legislation critical to the profession re-introduced in the 113th Congress. In particular, ASLA is working with the National Complete Streets Coalition's Federal Policy Group to have National Complete Streets legislation reintroduced; the Urban Parks Coalition to have the Urban Revitalization and Livable Communities Act re-introduced; and the Green Infrastructure Working Group to have the Green Infrastructure for Clean Water Act re-introduced. ASLA is also working independently with Congresswoman Doris Matsui, Hon. ASLA, to have the Energy Conservation Through Trees Act re-introduced. ASLA hopes that congressional offices will introduce these measures during ASLA's second quarter.
- Public Relations and Communications: Press coverage of ASLA continues to be strong, with 501 stories referencing the Society in the first three months of 2013. Eleven press releases were issued in the first quarter. In the first quarter of 2013, pageviews were down 1.6 percent, but visits were up 1.6 percent, and unique visitors

are up 2.6 percent in comparison with the same timeframe last year. ASLA's free Adwords grant from Google continued to drive web traffic. To date, ASLA has received 15 million impressions and some 205,000 free clicks from Google. This would have cost ASLA \$152,000. In the first quarter, the ASLA Facebook fan count increased from 11,436 to 13,883; the Twitter follower count climbed to 23,803, an increase of 16 percent over year end. The Dirt received nearly 134,000 page views in the first quarter. Opt-in email subscribers reached 4,280, while Wordpress subscribers grew to 660 for a total of 4,940.

- *Publishing & Resource Development*: Advertising sales contracts for FY2013 issues of LAM grew by \$685,011 during the first quarter, from \$1,251,909 to \$1,936,920, or 69 percent of the annual budget goal of \$2.8 million. This is on pace with 2012 sales as of the end of the first quarter. Sales for 2013 EXPO space and sponsorships grew by \$190,425 during the first quarter, from \$1,514,325 to \$1,704,750, or 69 percent of the annual budget goal of \$2.475 million, continuing to outpace all previous sales on record. Job postings on JobLink surged in the second half of the first quarter, from a weekly average of just 30 postings in January to more than 60 in March.
- *Membership*: Retention rate of 80.92%, overall down 1.89%. The ASLA 2012 membership recruitment campaign closed on January 31. Over 100 members (97 Full, 7 Associate and 2 Affiliate) and five subscribers were captured.
- *SITES (Sustainable Sites Initiative)*: During the first quarter, SITES awarded certification to four more pilot projects. As of March 1, 2013, 15 projects have achieved certification under the 2009 *Guidelines and Performance Benchmarks*. An additional 80 pilot projects are continuing to work toward certification.

Board Action: No action was requested by the Board.

2. Finance and Investments Reports:

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

- **2A. 2012 Year-End Report & Financial Highlights** – Presented by Michael O'Brien, CFO
 - Increased net assets (net income) by \$864,000, and complied with building loan covenants.
 - Restored the contribution to the long-term reserve adding \$320,000.
 - Initiated the Baldrige Program. Baldrige is a process used to achieve best-in-class levels of performance; identify and recognize role-model organizations; and identify and share best management practices, principles, and strategies.
 - Upgraded the office IT network to include fiber optic cabling, gigabit switches, and a telephone system based on the voice-over the internet protocol.
 - The long-term reserve has an unrealized gain of \$464,855 or 13 percent in 2012. When combined, the cash, short-term reserve, and long-term reserve total

approximately \$6 million and represents approximately 55 percent of ASLA budgeted operating expenses.

- Cash and Reserves Summary:
 - Cash 762,000
 - Short-term reserve (operating fund) 1,200,000
 - Long-term reserve: Cash 126,528
 - Equities (stocks) 2,778,765
 - Fixed income (bonds) 1,126,636
 - Total 4,031,929
 - Adjusted Long-term reserve at December 31, 2011 3,567,074

Board Action: No action was requested by the Board.

- **2B. 2011 Audit Report Action** – Presented by Ryan Collins, ASLA, Chair of Audit Committee
 - The Audit Committee was formed by the Board of Trustees in 2006 to oversee the Society's annual financial audit process and provide independent oversight of its finances.
 - **Audit** - Watkins, Meegan, Drury & Company, LLC, (WMD) of Bethesda, Maryland, conducted the audit and it was presented to the Audit Committee on a call in March 2013 by CFO O'Brien. It is a **clean opinion** and states the 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, 2012, 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." A formal exit conference will be held April 24, 2013, between members of WMD and the Audit Committee.
 - **Management letter** – Again this year, there will not be a management letter this year as there were no deficiencies, material weaknesses, or management recommendations.

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

- **2C. 2013 1st Qtr Report** – Presented by 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 are trending below budget with a continued decline in membership revenue and shortfalls in magazine advertising and the professional awards program. Expenses for the quarter are generally tracking below the budget, with management carefully monitoring revenue versus expense and budget versus actual to ensure the Society maintains its strong financial position.

Cash and Reserves	1 st Quarter 2013
Cash	\$623,000
Short-term reserve (operating fund)	\$2,070,000
Long-term reserve: Cash	\$43,000
Equities (stocks)	\$2,768,000
Fixed income (bonds)	\$1,551,000
Total	\$4,362,000
LT reserve adjusted at December 31, 2012	\$4,122,000

Board Action: No action was requested by the Board.

3. ASLA Fund – Presented by Susan Hatchell, 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 2013 and beyond include: completion of revisions to the SITES rating system based on pilot phase experience and public comment; completion of a Memorandum of Understanding among the SITES partners to guide the next phase of SITES; completion of a Memorandum of Understanding with the U.S. Green Building Council and Green Building Certification Institute to formalize ongoing collaboration and a business agreement with GBCI for administration of open project certification; promotion/marketing and launch of open project certification; development of a plan for professional credentialing; and ongoing outreach to other organizations, public policy makers, and media. The SITES technical committees are currently completing review of input received during the public comment process and making final revisions. The revised Rating System will be released in final form later in the year along with a Reference Guide. Publication of these documents will mark the beginning of the next phase of SITES, which will include open enrollment for SITES project certification and development of a professional accreditation program.
- **Headquarters Green Roof Research and Promotion.** Status: Goals for 2013 and beyond are: 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, comparing runoff water quality, stormwater retention, temperature, and plant performance with first year data; continue to 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 of 10 animations and educational guides to accompany the 30 case studies was completed in 2012. 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. A grant request for 2013 will again be made, subject pending. Emphasis now is on developing a strategic plan to promote the site as a learning tool, including further possible development of curricula. A planned 10 additional case studies are under discussion for sometime in 2014. This year the site, now slightly more than years after launch, continued to gain interest: Since its launch in 2010, the website has been viewed more than 576,000 times, including more than 202,000 times in 2012. The 10 current animations have been watched more than 125,000 times on Vimeo and YouTube and have attracted substantive media attention.
- **Study of the Economic Impact of Landscape Architecture.** This project was initially conceived as a major research study, in the same vein as the 1994 ASLA/ULI report "Value By Design," with a cost estimate of \$250,000+. The research study was postponed because of the higher priority and time sensitivity of the green roof and Sustainable Sites Initiative projects, and has been further deferred due to current budget constraints of ASLA and potential partners like ULI. Efforts have focused, instead, on more modest efforts, including identifying and compiling existing economic research as part of a comprehensive public relations and communications sustainability toolkit series. Other projects that support this program goal are: the 457 stormwater case studies collected by ASLA to support EPA's stormwater rulemaking and now published on asla.org; and the Banking on Green report co-authored with American Rivers, EcoNorthwest, and the Water Environment Federation.
- **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.
- **Chinatown Green Streets Demonstration Project.** *Purpose/Description:* To create a green streets demonstration project in front of ASLA Headquarters and in the surrounding neighborhood. *Status:* In late 2012, ASLA convened a design charrette, led by ASLA President Tom Tavella, FASLA, along with his design colleagues from Fuss& O'Neill. The charrette brought in representatives of key stakeholder groups, including the District Department of Transportation, District Department of Environment, DC Office of

Planning, DC Water, Downtown Business Improvement District, and Anacostia Watershed Society, to provide input. The Chinatown Green Streets Demonstration project integrates low impact development (LID) techniques with community-oriented design to create an interconnected series of green streets. This project will use proven green street technologies to: connect existing and planned open spaces and green infrastructure projects; improve pedestrian, vehicular, and bike circulation; establish a network of green links between destinations and unique neighborhood amenities; and improve appearance of the district to draw additional visitors. Funding. The I ("Eye") Street corridor in front of ASLA Headquarters has been identified as the first phase/priority for the project. Discussions with D.C. agencies and other stakeholders are continuing to gain support and to identify funding sources. ASLA has applied for a grant from the Chesapeake Bay Trust to fund design development for the first phase of the project. Meetings with potential funders will continue through the next quarter. ASLA hopes to be able to issue a Request for Qualifications for design development services in the 2nd quarter; the project timeline calls for groundbreaking in 2014.

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. Report summary was presented to the Board by Chair Hatchell.

4. Medals, Honors & Awards – Presented by Susan Hatchell, FASLA, Immediate Past President

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

Board Action: The Board voted for the 2013 recipients. Those recipients shall receive their recognition the 2013 annual meeting in Boston, MA.

5. LAAB - Accreditation of Non-Degree Granting Certificate Programs – Presented by Julia Lent, Managing Director Government Affairs, Ron Leighton, Director Education & Academic Affairs and Richard Zweifel, VP of Education

Purpose: To review and take action regarding a Bylaws Amendment to authorize LAAB accreditation of non-degree granting programs. History and Background: In 2009-2010, ASLA's California chapters shared with the ASLA Board of Trustees concerns regarding the current scope of accreditation and its impact on graduates of programs in California that do not award degrees. Programs at the University of California, Los Angeles and University of California, Berkeley offer certificates through the extension programs at those universities. According to the chapters, graduates of these certificate programs are then at a disadvantage for licensure outside of California and, therefore, full entry into the profession.

- ASLA responded by creating a task force to explore the impacts related to the lack of authority of the Landscape Architectural Accreditation Board (LAAB) to accredit non-degree-granting programs. In May 2010, the Task Force on Accreditation and Reciprocity was formed to explore these issues. In October 2011, the Task Force

presented its findings and recommendation to the Board, which approved the recommendation to amend the ASLA Bylaws and expand the scope of LAAB. The Board considered the bylaws amendment at its May 2012 meeting and deferred action until this meeting to allow for additional input from interested parties, including an open forum held at the 2012 Annual Meeting. As an extension of the open forum, written comments were solicited to allow those not attending the meeting in Phoenix to share their views with the Board.

Board Action: The motion to change the by-laws (originally made during the May 2012 Mid-year Meeting) that deferred action until the 2013 Mid-year Meeting was brought to the floor for Board action. This motion failed to pass. The original motion then returned to the floor (to approve the by-law changes) and was called to question. The vote amend the by-laws was taken via a Board roll call, and failed to pass.

6. Bylaws Amendment Regarding Chapter Formation – Presented by Barbara Drobbins, Director Membership Services & Shawn Kelly, VP Membership

In September 1999, the Board of Trustees imposed a moratorium on the formation of new ASLA chapters due to concern regarding governance issues and the increasing costs and administrative duties of an ever increasing number of chapters. The Board directed a Governance Task Force to review the procedures and requirements for chapter formation, and recommend whether the moratorium be lifted or remain. The task force, Member Services Committee, and the Finance Committee recommended the lifting of the moratorium with a change in the ASLA Bylaws that disallows the formation of new chapters within states that currently have chapters. Current multi-chapter states such as California and New York would be grand-fathered in, and not be affected by this new change. It would mean that ASLA would never have more than 56 chapters and 69 BOT members, which is thought to be a manageable number. It would also solve problems associated with licensure and advocacy issues. In October 2002, the Board voted to lift the moratorium and to amend Bylaw 702 to read: Except in the case of already existing multi-chapter states, no more than one chapter shall be established within the boundaries of a single state. In January 2013, a member who wants to form a new Central Coast chapter in California contacted Director Drobbins. The language of the amended bylaw is ambiguous and could be interpreted as allowing multi-chapter states to continue forming new chapters while single chapter states may not. In February 2013, the Executive Committee agreed the October 2002 amendment language was ambiguous and that the amendment originally intended to limit the formation of new chapters within multi-chapter states as well as single-chapter states. The ExCom directed the Constitution and Bylaws Committee to review and clarify the language in Section 702. The Constitution and Bylaws Committee met in March 2013 and suggested new language for clarification. The ASLA Executive Committee approved the language clarification on March 18, 2013.

- The proposed by-law update reads:

Section 1: Sections 702 of the **Bylaws of the Society** to read as follows:
Article 7. Chapters

702. Except in the case of already existing multi-chapter states, no more than one chapter shall be established within the boundaries of a single state.

702. Not more than one chapter shall be established within the boundaries of a single state; in the case of existing multi-chapter states, no additional chapters shall be formed.

Section 2: This action shall take effect upon approval by an affirmative vote by two-thirds (2/3) of the entire voting membership of the Board of Trustees.

Key: Blue Underline indicates language added; **Red Text** indicates language deleted.

Board Action: Motion to approve by-law change was approved by the Board.

7. LAF – Memorandum of Understanding

The ASLA-LAF MOU approved by the Board in 2010 expired at the end of 2012 and must be renewed. No substantive changes to the MOU are needed / recommended; only the dates for the term of the MOU have been changed in the new MOU (attached below). The new MOU will become effective upon Board approval and will expire at the end of 2014.

Board Action: The board approved the 2013-14 ASLA-LAF Memorandum of Understanding.

8. Nominating Committee Appointment

Board Action: The Board selected trustee Ellen Stewart, Minneapolis Chapter Trustee for appointment to a two-year term (May 2013 – Midyear 2015) 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:

Thomas Doolittle, Vice President Government Affairs
Pamela Linn, Vice President Communications
Sara Katherine Williams, Vice President Education

10. Open Forum Issue Discussion

Open Forum discussion issues –

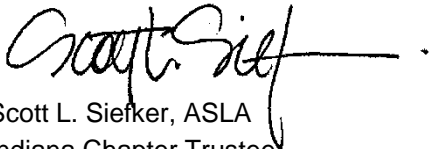
- Discussion of Grading and Drainage (basic standard) at various university programs

- ASLA's responsibility to further develop recommendations/advocacy regarding the climate change issue
- Discussion of requests for pro-bono work.

The meeting concluded with the presentations of the ASLA 2014 President-elect candidates, Richard Zweifel, FASLA and Vaughn Rinner, ASLA. Full membership voting for the president-elect candidate opens in May 2013.

The next meeting of the Board of Trustees will be conducted Thursday - Friday, November 14-15, 2013 in Boston, Massachusetts.

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