



Indiana Chapter

2013 Executive Committee

The Indiana Chapter
American Society of Landscape Architects

Meeting Minutes

December 8th, 2012

RETREAT—Conner Prairie, Prairie House, Fishers, Indiana

Attendance

Katie Clark, Stacy Haviland, Jonathon Geels, Glenn Bayfield, Brian Staesnick, Mike Reese, April Westcott, Josh Schmackers, Daniel Liggett, Art Malito, Fred Prazeau, Catherine Puckett, Scott Siefker, Ron Taylor

Call to Order @ 9:05am

GREETINGS

SEPTEMBER MEETING MINUTES

JG motioned to approve minutes.

GB seconds

Approved unanimously

OFFICER REPORTS

- **President's Report – KC**

- ULI-Indiana Transit and TOD Event was a success
 - Good exposure to have our logo there
 - A few members attended, and it was well attended overall
 - Boy Scout Troop Merit Badge
 - If anyone is interested, contact KC
 - GB will add it to the website
- CPC orientation: December 11, 2011 at 4:00pm
 - SH will plan to attend
- Outside the Box Non-for-profit
 - Moved to a new building, and want to create a sensory garden for the people they serve
 - Could this be a service project for the year?
 - KC will follow up

- **Trustee's Report – SS**

- Every chapter has a representative of National Chapter - SS is our chapter representative
- Board meets 2 times per year for budgeting, hiring/firing, set platform for year, etc.
- 20-page report summary will be posted to the web
- Sustainable Sites Initiative is moving out of the pilot phase
- Policy changes, will update local chapter, so our bylaws are current - conflict of interest, policy disclosure and ethics, etc. - ExComm Mtg. will approve it
- Last few years group decided they'd like to focus on a few key areas because resources were limited



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- Proud of focused message even through tough economical times
 - Next trustee will be elected this August for a three-year term
- **Financial Report – JS**
 - JS will transfer financial information from LG at the Holiday Party

COMMITTEE REPORTS:

- **Annual Meeting – SH**
 - Annual meeting was a success!
 - 138 people attended - 10-15 people came the day of
 - 7 student volunteers, speaker hosts, etc.
 - 14 speakers, 15 sponsors - 170 people total
 - 83 certificates of completion for CEU's - brainstorm better ways to do that
 - Comments back - great location, good venue, good sessions, not enough time with the vendors, later start time would be better
 - Cost was just over 13K, which was under 15K budgeted
 - Need to figure out credit card fee issue online - how can we accommodate that fee, so INASLA isn't covering that
 - SH comments - great student volunteers, planning earlier, only online registration would be easier, RSVP for social hour, better handle on sponsors, too much to coordinate
 - Conference call for feedback about annual meeting - JG will participate
- **Holiday Party – BS**
 - Thursday, December 20th, 2012 at 6:00pm at the Conrad Hotel
 - \$3,500 budget
 - 40th Anniversary in art gallery, live greeters,
 - Splash Event website - accepting RSVP's, handles sponsorships, logos, etc.
 - \$1,700 in sponsorships already - Landscape Forms, Streetscape Ltd. is offering free stay at the Conrad
 - Conrad is giving rooms for \$99/night
 - Sent out sponsorship package, and invited sponsors
 - Open and free to everyone, but a suggested \$25 donation per guest for the Legacy Fund

NEW BUSINESS

- **Continuing Education – SH**
 - Ongoing continuing education sessions:
 - 2-3 CEU sessions with Horticultural Society at the IMA
 - Feb. 14th Event happening at the IMA - 5 sessions all related to shade plants
 - Jan. 8th Sediment Control Session at the Troyer Group in South Bend
- **Public Awareness Chair – BS**
 - Chair Position helps to make people aware of what the profession is all about
 - Public Awareness 2013: The Year of Service
 - Have one project in every state, donate time for a service project
 - End goal to have a national news segment on Landscape Architecture on 60 minutes, or something similar
 - Maybe the project with Dean could be considered for the state's project



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- GB will make a page on the website for public awareness - can link to national website public awareness
- Continue to think about relationships we could leverage in the future - ex. ULI Event
- Would like to be associated with events that our profession has influence on
- Could we have a regional meeting once every three years that would draw 600+ people instead of 130+ people to get better speakers, more awareness, etc?

[INASLA Strategic Plan - DISCUSSION]

- LICENSURE
 - Licensure law isn't under attack like it was in the past
 - Previous leadership had to work long hours to protect licensure, so the perception may be that the current chapter isn't doing as much
 - Licensure is protected today because it is associated with the architectural board - Indiana hasn't been under attack like other states have
 - Other interpretations would be that the results are more related to promotion of licensure, and the chapter isn't being effective at encouraging/supporting young members into licensure
 - Step: Keep person in place that would be informed and prepared to handle any issues with licensure being attacked again in the future
- CONTINUING EDUCATION
 - Membership may not be plugged into the communication channels, and aren't aware of opportunities
 - Could be a central database online where events could be listed
 - Membership is showing that continuing education is important, and they want the organization wants to continue to meet that requirement
 - Younger membership may not be interested
 - Step: Continue offering opportunities, let participation show interest
 - 216 in the database, about 80-85 people open it
 - Step: Set up conference call to get information about disparity, might need to highlight information about LACES to inform people, need a committee set up to help maintain/manage continuing education
- VISIBILITY/PUBLIC RELATIONS
 - Legacy Project could be a good venue for providing information to the public
 - National Landscape Architecture Month (NLAM)
 - Chapter has had big and small initiatives (benches, arrows, pass out magazines, ASLA Design cards, t-shirts)
 - How do we become the go-to expert on issues in the public realm, so that news organizations would come to us for interviews, opinions, etc?
 - Strategically cross-promote, have Parking Day outside of Colts Stadium to get to a larger group of people
 - Non-for-profits have executive directors, physical space, and with that comes clout, constantly promoting chapter
 - Partner with other organizations that do have the full-time staff
 - Could we put the money into an executive director?



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- Step: Create public awareness committee of 4-5 people that could devote efforts to this cause, and be heavily involved in NLAM
- STATE LEVEL ADVOCACY
 - Membership thinks the leadership is doing well in this category
 - Let people know that there are resources out there to read - ex. ASLA Website has pamphlets on advocacy made up already
 - A lot of passionate LA's attended the summit of governmental affairs
- COMMUNICATIONS
 - Mass emails are difficult to get people to open generally
 - FB has been a good tool to redirect people back to the website
 - Could we personalize email blasts?
 - Could the email blasts be shorter with less content, and be divided into specific categories of CEUs, volunteer activities, etc.
 - Appreciate actual mailings that shows up on your desk
 - Insight monthly, quarterly magazine, then became yearly magazine, and was then cut do to budget
 - Illinois creates a yearly magazine
 - Mailings cost about 250-300\$, so it isn't a huge investment
 - Ask firm owners to make it a priority to allow younger members to support INASLA events
 - Some offices don't need nine copies of publications
 - Use QR's more often
- STUDENT CHAPTER SUPPORT
 - Purdue Student Chapter is starting a 365 days of Landscape Architecture, and want us to be involved
 - Portfolio review, sponsor student to go to lobby day, office tours as a part of NLAM, career boards, participation in annual meeting
 - Bridges to schools, Bernie and Malcolm good liaisons to students
 - When we are at schools, we need to inform them about how to approach employers, asking for membership, etc.
 - ULI has a mentorship program - you have to sign up for the program, and then interact, network, attend events together
 - Could we do an INASLA mentorship program
- LANDSCAPE ARCHITECTURE PROGRAM SUPPORT
 - Awards program is supporting the program
 - Step: Ask department heads about what they are lacking, and how they could use our support
 - Is it a role of the chapter to provide input on the programs?
 - There is a push to have a stormwater tract for students at Purdue - should the chapter support that?
 - Not specifically representing individual firms, but the chapter as a whole
 - Chapter could provide lectures, jurors, etc.
 - Department chairs and deans could be invited to the chapter meetings to get a dialogue going



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- MISC.
 - Sponsor Breakfast in January
 - Could we start charging for CEU's?
 - Charge more for non-members, to create benefits of membership
 - Should we up our membership fee in order to provide more services?
 - Budget will tell us how much sponsorship we need for events and services that year in addition to the membership dues

Adjourned at 1:30pm