



Indiana Chapter

MAY MEETING MINUTES

Location: Fisher's City Hall - 116 Shadowlawn Drive Fishers, Indiana 46038

Date: Wednesday, May 20, 2015: 4:00pm-6:00pm

Call in: Access # [800-377-8846](tel:800-377-8846) Leader: 77819505 Participant: 06635548

In attendance/phone: Rachel Johnson, April Westcott, Jessica Seale, Stacey Haviland, Jon Ruble, David Gordon, Michelle Taggart, Jonathon Geels, Lana Merrill, Drew Braley and Brett Schlachter

Approval of Minutes: Jon motioned to approve the April minutes. Rachel Seconded. Motion approved.

OFFICER REPORTS

President's Report - Jonathon Geels

- Mid-Year CPC Meetings and Advocacy Day Recap (**See attached minutes on report**)
- ASLA E-Leadership Summary
 - 2015 Annual ASLA Election is currently open - two great candidates
 - ASLA coalition met with Department of Transportation Secretary Anthony Foxx
 - ASLA has raised \$816,323 (roughly 54% of \$1.5m goal) - All chapters have pledged support
 - 2015 LAM at 86%
 - Recruitment has begun for six new participants in this year's Diversity Summit in Washington DC
 - Membership total 15,308 (approx. 1,500 email reminders sent out)
 - LACES: 210 active providers offering 1056 courses
 - Student Award Submissions deadline May 22
- Executive Committee: Chapter Nominations - National President Elect - VOTE!
- "Something I learned this month": HALS

Trustee's Report - David Gordon

- Jonathon Geels awarded 'Rising Star' award at advocacy day!
- ASLA Staff hosting Advocacy Day did great job; overall excellent experience w/students (not every chapter does that) - we should plan to do this every year
- A new announcement will be made in June regarding SITES.
- 80% of the overall \$1 million goal has been raised for the ASLA headquarters building
- David attended a meeting on new graduate memberships to discuss how to attract new members to ASLA and INASLA.
 - Possibility to change associate membership from 3 to 5 years

- Possibility to lower the cost of 1st year memberships and gradually increase dues for 5 consecutive years instead of making the first year free.
- BOT victorious over CPC in kickball on the mall

Treasurer's Report - Drew Braley (see attached)

- Drew filed taxes in May
- We currently have a few sponsorships for our golf outing but are hopeful there will be others
- The student advocacy day scholarship money was transferred (just under \$500)

STANDING COMMITTEE REPORTS

Chapter Public Awareness - April Westcott (see attached)

- WLAM Summary
 - Brainstorm on better engagement
- National PR Conference call

Annual Meeting - Bill Kincius

- Updates: Action Items
- Committee members need to send Bill names of possible speakers for the annual meeting.

Golf Outing - Mike Reese

- Spread the word for participation and support (email blast!)
- No players signed up yet and few sponsors, but more email blasts to come soon!
- (Newsletter following Monday; Eventbrite notice)

Membership Report - Brett Schlachter

- Current Roster Update
 - 6 Gain, 2 loss - Total 194 (187 at beginning of year) (3% higher)
 - April members - 7 renewed, 9 lapsed

Chapter Communications - Brett Schlachter

- Email Drafts: Thanks for Renewing, Email to lapsed members, Email to expired members

Government Affairs - Jonathon Geels

- Quarterly Web Summit Summary
 - Held May 20, 2015
 - 499 messages sent to congress and 322 tweets!

- Possible advocacy grants in the future would support state advocacy day and send more members to Washington
 - Potential to recognize policy makers through awards at our annual meeting
- 2015 Goals

Fellows Committee Update

- Fellows Notifications to be made week of May 25th

Continuing Education - April Westcott

- Upcoming Kuert Expo
- ULI: Deb Schmucker
- If anyone knows of events, please let April know

Old Business

- Review Calendar of Events

New Business

- Pre-annual ASLA conference reception in Hammond, IN for the Indiana ASLA members – Jon Ruble
- Membership Recruitment Challenge
 - Goals: Someone new to attend events
 - Prospects list
 - Chapter Operations Workbook: Elevator Pitches
- “New” Emerging Professionals Committee
 - Will put together a roster of emerging professionals including associate members
 - Will include: LARE Prep, Facebook involvement making what we do look fun, outreach to recent grads, volunteer opportunities, etc.
 - Getting them excited
 - Purdue has a great calendar
 - Young architects forum
 - Scholarship vs contest
- Potential for Ryan Cambridge to address board regarding Legends in Design at June Meeting (only LA to participate)
- Monumental Awards: One free dinner for 1 person
 - JSG to send agreement
- LandUp is Friday, July 31 at AIA Chicago (www.landupnow.com)

Meeting Close

Next Meeting:

June 17, 2015 – 4:00-6:00pm.

Location: Browning Day Mullins Dierdorf

Presidents Report

- Advocacy Day Recap:
 - Evening Training with Stephanie Vance (author of “The Influence Game”)
 - Keys to Being Heard: Know Context, Messages that Resonate, Know Who Your Talking To
 - Specific, Personal, Informative, Timely
 - Know how to follow up: Utilize all influence strategies (district meetings, thank yous)
 - Role Playing
 - Morning
 - Many groups have coffee talks and committee meetings
 - Spencer had an early House meeting 1 on 1 with rep.
 - Interview with “The Dirt” on the importance of Advocacy Day for Landscape Architects in raising the profile of the profession with policy makers
 - Meeting with Legislative Director for Senator Donnelly and brief meeting with the Senator
 - Meeting with Coats legislative council, Pierce Weigard
 - Quick, aid not from Indiana and seemed uninterested (though polite)
 - Didn’t respond to follow-up, though Coats not running again
 - Meeting with Donnelly legislative correspondent, Lauren Varga
 - Engaged, she was from Indiana and familiar with local projects
 - Appreciated offer for INASLA to serve as a resource
 - Senator already supported LWCF, so we thanked him for that support
 - Interested in tours for TAP projects, perhaps something for G.A. Summit in 2015
 - District Meeting with JSG House Representative, Jackie Walorski’s Legislative Assistant, Sam Fletcher
 - Very interested in green infrastructure and district 2 TAP tours
 - Interested in the funding issues for the TAP (more projects than can be funded or issues stemming from cuts); promised follow-up on the funding questions
 - Asked lots of questions regarding the profession and roles of Las
 - Advocacy Debrief
 - Stories from Attendees featured M.McCormick (student rep. from Purdue)
 - He was poised and informative

- Awards (Submitted by ASLA, voted on by AIA and APA)
 - Leadership: Shawn Kelly (president-elect candidate) who helped pass LA licensure into state law in Wisc. – I nominated Stacy for this given all of the success we had in 2013-2014
 - Chapter of the Year: Nevada who led through their successful Green Infrastructure Conference which connects to many allied professions, policy makers, and public – I nominated Indiana for this for similar reasons to Leadership Award
 - Rising Star: Jonathon Geels who helped National ASLA advance twitter advocacy efforts, worked with several local mayors/common councils on LA awareness, and encouraged Mayor Ballard to speak at state conference
- CPC Meeting Recap:
 - Expanding Media/PR Presence
 - Use of social media and prevalence in different demographics
 - PR: Telling stories: Trends, WLAM, ASLA's diversity initiative, State of the Union, Chapter Awards, Local Projects, Tips, Chapter activities
 - Creating Chapter PR Materials
 - Everything directs back to continually updated website (information and calendar)
 - How can national help: Media Lists, PR handbook, Sharing social content, Supplies for events
 - Boston Chapter Field Book: Indiana used to put out quarterly INsite.
 - Section reports, Committee reports, ASLA Honors, editorial content
 - Break out sessions (JSG Medium Chapter facilitator)
 - Getting out information: printed newsletter, email newsletter, PR person, text messaging, leveraging allied profession collaborations, highlighting members, no one channel hits everyone
 - Professional Development hours: Heavy on Lunch and Learns, Centrally located, leverage tours and lectures, Pechakucha (interdisciplinary speaking), Design Week, partnerships (AIA, parks and recreation, historic landmarks) for hosting/supporting events, ask graduating seniors to go to High Schools to advocate for LA
 - Emerging Professionals: engage (activities), promote (involvement and networking), give (volunteer opportunities)

- Chapter Annual Meeting and CEU efforts
 - Four CEUs and a Beer,
 - Transition from Multi Track to Single Track meeting for Annual Meeting: Higher level presenters
- Allied Professions Collaboration
- Membership VP Presentation: Utilize Elevator pitches, membership goals are manageable and will lead to no annual dues increases; follow-up!
- CFO questions: Don't lose nonprofit status; Tax forms are due May 15
- ASLA Resources
 - Chapter Operations Workbook (COW)

Indiana Chapter
World Landscape Architecture Month
Summary and Impact

Events

- (1) Advocacy Day Trip (Including 2 student participants)
- (2) University 50th Anniversary Events (Ball State & Purdue)
- (2) Student Awards Jurys (Ball State & Purdue)
- (2) Student Awards Events (Ball State & Purdue)
- (1) State Proclamation from Indiana
- (2) City Proclamations (Ft. Wayne & Fishers)
- (1) City Resolution (South Bend)
- (1) Bike Tour (Active CEU OPPORTUNITY Indiana Landmarks)
- (1) Sponsorship Lecture (IMA Peter Schaudt)
- (1) Earth Day Event
- (2) National Campaign Efforts

-Designed by a Landscape Architect Cards #WLAM2015

-South Korea Outreach
(3 Interviews, 3 media pieces)

WHO DID WE HIGHLIGHT & INCLUDE?

- (8) Direct ties to Ball State and Purdue Universities
- (3) Community Events
- (5) Governmental /Municipal events (Council meetings etc)
- (19) Landscape Architects and/or firms given highlights in media
- (4) Landscape Architecture Firms Actively Participated in Campaign bandwagons

MEDIA USED

WEBSITE

EMAIL

FACEBOOK

INSTAGRAM (CREATED)