



## Indiana Chapter

### NOVEMBER 2017 EXECUTIVE COMMITTEE MEETING MINUTES

Location: The Wine Market at Fountain Square 1031 Virginia Ave Indianapolis, IN 46203

Date: Saturday November 11, 2017 8:00am-2:00pm

**In Attendance:** Christi, Joe, David, Eric, Kris, Tammy, Samantha, Julie, Danah, Brett, April, Katie, Bill, Adam, Catherine, Camille

### Welcome and Introductions

Potential Venders – Pass inquiries on to Monica and Christi

### Approval of Minutes: October Ex Com Meeting Minutes

Motion to Pass: Julie

2<sup>nd</sup>: Kris

All Approved

### OFFICER REPORTS: Review Officer Reports

#### Trustee's Report-David Gorden

- ASLA focusing on emerging professionals, career discovery & diversity, and bringing LA expertise to the forefront in addressing climate change
- ASLA rebranding, consensus is new logo is ok, not very different from current logo
  - o Should firms be able to use ASLA logo? Nothing resolved but lots of discussion.
- ASLA policy change on agriculture and costal land
- New membership category for international students
- Report on National ASLA revenue
- Reach out to David if you would like any more information

#### President's Report-April Westcott

- Public awareness summit review. Julie will be attending this year (2 year commitment).
- Fellows Council Nominations
- National meeting in Philadelphia PA 2018
- Career Discovery Yearbook
  - o Discussion on tools for passing out to schools. Goal to put resources onto drop box for members to use.
- Interactive City Design Day, November 18<sup>th</sup> CAP Indy
- Project Lead the Way

#### Treasurer's Report-Monica Guillaud

- Treasurer's report tabled until next meeting.

Motion to approve officer reports: Bill

2<sup>nd</sup>: Julie

All Approved

### STANDING COMMITTEE REPORTS: Review Committee Reports

Government Affairs- Jonathon Geels

#### Annual Meeting-Catherine Puckett

- Will put together a committee to help plan
- Goal to have venue and date in January
- Plan for 200 people, 18 vendors

#### Public Relations- Julie Barnard

- World Landscape Architecture Month in April. Goal to have social media programmed well before.
  - o Ideas: Member take over for a week
  - o Or themes for each week i.e. civic, residential, public, private
- New hashtag from national: #weareasla

#### Fellows-Katie Clark

- Last month board approved recommendation of committee to nominate 3 members to fellows
  - o David Gorden
  - o Kevin Osborn
  - o Katie Clark

#### Awards Committee-Katie Clark

- Student academic awards – process starts in the beginning of the year
  - o Opportunity for volunteers to be on jury

#### Membership- Brett Schlacter

- INASLA has about 200 members. 400 licensed in Indiana
- There is a list of members licensed in Indiana. Opportunity to recruit members
- **April: Review membership renewal email**

#### Communications-Brett Schlacter

- Website migrated to new host in January / February
- Annual meeting photos are on Google account
  - o photos.google.com
- Award videos will be uploaded on YouTube
- **Brett: Add new members to INASLA Google drive**

#### Archives-Brett Schlacter

- Goal – archive everything to Google drive
- Google drive is organized by event > year
- Documents and marketing materials are spread throughout members.
  - o **April: Coordinate meeting at Ball State. Will sort files stored there at that meeting.**
  - o **Monica: Look into what records the chapter is obligated to keep.**
  - o Storage unit for marketing materials?
  - o Scan items deemed valuable and store online

#### Continuing Education- Kris May

- Purdue and Ball State now CEU sponsors
- Northern Indiana hosts monthly lunch and learn
- Chapter audited two years ago, important to keep good records
- **David: Resurface continuing education article and update to today's requirements. We will share with membership.**

Emerging Professionals – Looking for new chair

- ULI, AIA, ASLA working together for emerging professional happy hour
  - o Targeting associate members

2017-2018 Committees

- 2016-2017 committee lists passed out
- ExCom signed up for 2017-2018 committees
- **Julie: Post committees on social media so general membership can get involved.**

### Brainstorm Activity Check-In

#### OLD BUSINESS

Lobbyist Update-David Gorden/ Bill Kincius

- Krieg DeVault selected
- Meeting held to strategize and create plan to move forward
- 3 year commitment, starting with first 6 months, \$2,000 per month
  - o Options to funding:
    - Raise Dues
    - Appeal to membership
- David motioned to approve the contract for \$12,000 presented by Krieg DeVault for legal service January 1<sup>st</sup> through June 30<sup>th</sup> 2018 \$12,000
- 2<sup>nd</sup> Bill
- All Approved
- **David: Follow up with Krieg DeVault**

CLARB Model Law- David Gorden

- National is addressing

Holiday Party –Camille Shoaf

- Eventbrite up next week
- RSVP by week before
- **April: Invite student chapters**

What's Out There Recap (Cultural Landscape Foundation) - David Goren, Bill Kincius, April Westcott

- Future leverage for "What's Out There" book - NRPA conference, bring to schools, give to senators, promote during world landscape architecture month, use book as tool

Indianapolis Historic Preservation Commission panel discussion follow-up-April Westcott

- Moving forward look at calendar ahead of time so more time to promote

Chapter Bylaws Revision: dues update, review against National's models –Bill Kincius

- Bylaws reflect dollar amount for dues and are out dated
- Review our bylaws compared to national ASLA
- **Bill: Review bylaws. Remove dollar amount so our dues are noted as a percentage of National ASLA dues.**

Student Volunteer Winner Update-Bill Kincius

- Will be going to LABASH instead of National ASLA
- Future: we will offer registration for annual meeting or same dollar amount towards LABASH registration

and expenses.

AIA-Update Drew Braley

INPAWS-Follow-up Camille Shoaf

**Katie: Talk to INPAWs award coordinator about INASLA's Native Pollinator Award.**

## **NEW BUSINESS**

**Awards Jury Swap and Requests-** Central States Conference (8 states 6 Chapters) Prairie Gateway Conference (End of February 2018) Connecticut Chapter –Debra Vries Penn-Delaware Chapter Jury in Return - Bill Kincius

- **April: Reach out to Prairie Gateway about jurying awards**

Student Chapter Updates-Purdue –David Armbuster

Student Chapter Updates-Ball State- Danah Alqunfuzi

- Camille motioned to send student members to advocacy day
  - o 2<sup>nd</sup> Bill
  - o All approved
- **David: Coordinate sending students to advocacy day**

Ball State News-Joe Blalock

- Guest lecture series, Mondays at 4
- Staff change over, retirements and job postings!
- Retirement Party
  - o Friday, December 1<sup>st</sup> at noon

Purdue News-Sean Rotar/ Justin Ferguson

Allied Profession Updates –“Coalition for the Built Environment” aka Justice League (Ball State CAP:INDY, AIA, ASLA, ULI , APA etc)- Drew Braley

- Collaboration opportunities

Ace Mentoring Program- David Gorden

4H – Opportunity to get involved

- **Monica: Get contact information for 4H**

Girl Scouts and Boy Scouts

- Currently no landscape architecture badge fir girl scouts but one can be designed.
- Boy scouts have a landscape architecture badge
  - o **Christi: Find Boy Scout contact**

Monumental Awards – Chris to spearhead effort this year

**April & Monica: Review/finalize sponsorship form**

## **Upcoming Events/Deadlines:**

November 27<sup>th</sup>

Jerry Van Eych, RLA @ Ball State-Monday Lecture Series

December 8 <sup>th</sup>	INASLA Holiday Party Harrison Centre 15 <sup>th</sup> & Delaware
December 15 <sup>th</sup>	Ball State & Purdue Fall Semesters End
January 2017	Annual Chapter Report Due to National
January 8 <sup>th</sup>	Ball State and Purdue Spring Semesters Begin
January 18 <sup>th</sup>	ULI Breakfast Series Topic "Food Desert"
Jan. 30 <sup>th</sup> – Feb. 1 <sup>st</sup>	Indiana Park Association Conference, Fort Wayne
February	IMA New Fields Horticulture Symposium
April 5-7	LaBash Penn State University
April 17-20	Indiana State Preservation Conference-Columbus, IN
April 25-27	Advocacy Day-Washington DC
April 21 <sup>st</sup>	Earth Day Indiana –Military Park-Indianapolis
May 5 <sup>th</sup>	Ball State Commencement
May 11 <sup>th</sup>	Purdue Commencement Weekend
July-August	Golf Outing
September	Annual Meeting
September 21	Parking Day
September 25-27	NRPA National Conference-Indianapolis, IN
October	Monumental Awards
October 17-18	Chapter President's Council /Trustee Meetings-Philadelphia, PA
October 19-21	ASLA Annual Meeting –Philadelphia, PA
November	INPAWS-Indiana

#### **GOAL DEADLINES**

January 31 <sup>st</sup>	Goal Venue and Date Locked-in for Annual Meeting 2018
February 28 <sup>th</sup>	Goal Sponsor Thank-You Event

#### **Chapter Goals/ Chapter Checklist**

- Early deadlines
- Take advantage of lobbyist
- Outreach / Allied Professions

#### **Meeting Close**

#### **Next Meeting: TBD**

#### **Attached:**

Presidents Report  
Trustee Report

## Presidents Report-April Westcott

November 11, 2017

### Public Relations

The 2018 Public Awareness Summit is January 5-7 in Austin, Texas at [Hotel Van Zandt](#). ASLA will cover the cost of a plane ticket, hotel and some meals for attendees while they help plan our public awareness campaigns for the coming year. Please contact J.R. Taylor at [jtaylor@asla.org](mailto:jtaylor@asla.org) for more information about the event.

**Council of Fellows:** The call for nominations is now open and will close on January 26, 2018. Nomination templates have been revised for the 2018 cycle to reflect criteria for each category. We are submitting 3 names this year.

Next year's Meeting is in Philadelphia, PA. Watch for deadlines on presentations and awards for this event.

**Career Discovery Yearbook.** Looking for images and participation. Cultural Trail etc.

### Ball State Event Next Week-From Justin Ferguson

I am looking to see if any of you, or others you know, would be able and willing to help with the session as outlined below.

The College of Architecture and Planning (CAP) at Ball State University is offering a unique architectural design experience on Saturday, November 18 titled, "Interactive City". The hands-on design workshop will introduce Project Lead the Way students to foundational concepts of the design and build process, provide access to architecture professionals and will culminate with a finished project installed at the City Market in Indianapolis, Indiana. The students' efforts will engage the local community in helping to activate public space and transform the downtown environment.

Interactive City Design Day – Session 1 will be held on Saturday, November 18 from 9 – 3 pm. Lunch will be provided. The result from this day will be a collaboratively designed sculptural project for the City Market area.

9-9:15 am	Introductions
9:15 – 10 am	Overview of the design and construction fields
10 – 10:30 am	Introduction to Urban Design and installation project
10:30 – 11:30 am	Walking Tour of installation sites and context
11:30 – 12:00	Lunch
12 – 2:30 pm	Divide into teams and start charrette
2:30 – 3 pm	Review team results and prioritize concepts

A second, follow-up session in which the design will be constructed and installed will be held on Saturday, April 14, 2018 from 9 – 3 pm. Both sessions will take place at CAP's space in downtown Indianapolis, the CAP: INDY Connector, located in the Platform at [202 E. Market St., Indianapolis, IN 46204](#). The Platform building is attached to the west-side of the City Market, across from the City-County Building.

**ASLA Board of Trustees**  
**Annual Meeting**  
**October 19-20, 2017 Los Angeles**

**Report**

**President's Report - Vaughn Rinner**

A review of her year in office including the leadership outreach conducted by her, ASLA officers and key staff with numerous visits to chapters, student chapters and allied professionals and their meetings.

**3rd Quarter Program and Operations Report - Nancy Somerville**

Copy shared as part of Meeting Preview

*Purpose: To provide a summary of the third quarter 2017 accomplishments across major program areas.*

**2018 Annual Operating Plan - Nancy Somerville and Vaughn Rinner**

Copy shared as part of Meeting Preview

*The Annual Operating Plan (AOP) outlines ASLA programs, their objectives, and specific goals for the coming year.*

*The AOP responds to the board's evaluation and ranking of strategic objectives and programs as well as the SWOT and related strategic planning discussions of the Executive Committee and senior staff.*

Special Focus:

1. Emerging Professionals
2. Career Discovery and Diversity
3. Bringing LA Expertise to forefront in addressing climate change.

Highlights:

- Blue Ribbon Panel on Climate Change report release and promotion.
- Added staff position planned - state government affairs
- Career discovery resources
- Chinatown green street design development
- ASLA Center for Landscape Architecture programming
- Rebranding and messaging implementation
- LACES database upgrade
- Targeted member communications
- Restoration of remaining half of staff 401k trigger

APPROVED

**2017 Finance and Investments Report - Michael O'Brien and VP Thomas Mroz**

Overall revenue and expenses in line with budget

Decrease in net assets - down \$1.1 million (normal for pre-annual meeting)

Revenue - \$5.6 million (98% budget)

Expenses - \$6.7 million (95% budget)

APPROVED

**2017-2018 Operating Budget**

APPROVED

**2017-2018 Capital Expense Budgets -**

APPROVED

**Rebranding**

3 Rounds of design development had been undertaken

Final design was presented. Mostly well received.

**ASLA Logo use by firms discussion**

Options presented for consideration by staff and leadership

**Financial Training**

Basic financial training session

**2017 Annual Meeting - Los Angeles**

5700 Advance Registered - 102% of goal.

Sold out expo floor.

**Strategic Objectives**

Reviewed every three years.

Approved with minor adjustments including addition of a new strategic objective:

*Grow the ASLA membership and foster volunteer leadership to increase organizational capacity and amplify the voice and influence of the profession.*

**Public Policy Revisions**

- Open Space
- National Parks
- Public Lands

APPROVED

**Chapter Model Constitution and Bylaws - revisions (minor)**

APPROVED

**Climate Change - Breakout groups**

Discussion on role landscape architects should/will play.

**Student and Associate Advisory Representatives to the Board introduced.**

Statements given.

**New International Student Membership Category**



APPROVED

**Public Policies**

Minor revisions approved for:

- Agriculture
- Coastal Zones

**Follow-up Information**

Annual Meeting - 6500 registrants. 2nd largest attended meeting in ASLA history

Revenue - 106% of goal.

ASLA Center for LA - donations at 84.7% of campaign goal.

**Submitted by,**

David Gorden, ASLA  
Indiana Chapter Trustee  
November 11, 2017