



**MASLA**  
**Minnesota Chapter**  
**American Society of Landscape Architects**  
**Executive Committee Meeting Minutes**  
**April 3, 2008**

**Board Members Present:**

Joni Giese - President  
Ellen Stewart - Past President  
Jim Hagstrom – Trustee  
Jean Garbarini – Treasurer  
Kate Lamers – Director of Programs  
Diane Norman – Director of Public Relations  
Chris Ochs – Director of Communications  
Chad Buran – Director of Education and Professional Development  
Bruce Lemke – Co-director of Awards and Banquet  
Frank Fitzgerald – Co-director of Awards and Banquet  
Roger Martin – Fellows Representative  
Amber Allardyce – AIA Executive Assistant

**Meeting Guests:**

Majorie Pitz  
Charleen Roise

**Absent:**

Gina Bonsignore - President Elect  
Karyn Luger - Secretary  
Ryan Barker – U of M Student Chapter Representative

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- I. Joni called the meeting to order and reviewed the calendar, pointing out dates worth noting. Jean Garbarini volunteered to take minutes.
  - II. The approval of March minutes and Student Constitution were postponed until the next board meeting.
  - III. Reports
    - A. Treasurer (Jean)
      - a. Jean presented monthly Cash Reconciliation Detail and Year-to-date Profit & Loss Statement.
      - b. Jean to research negative balances in the Annual Banquet Comp Tickets and the Awards Expense-Other line items.**

B. Programs (Kate)

- a. Golf Tournament update: Contract has been submitted to Les Bolstad for the 8/12 event. Cost may be less this year than Fox Hollow. Next year Les Bolstad will be a flat fee system and will require higher attendance to balance.
- b. Kenny School Science Expo (with an environmental focus): MASLA reps attended a Science project and career fair event. Daniel Pierquet and Chris Behringer from SEH represented MASLA. They brought models, boards, handouts and talked with kids, parents and teachers about landscape architecture (K – 5<sup>th</sup> Grade).
- c. On April 14 Tracey Sokolski and Steve Roos attended Roosevelt Career Fair showed a powerpoint to high school students, gave out handouts April LAM magazines, donated Valued Places books to the school library, and talked with students and answered questions.
- d. Kate still looking for volunteers for the Anthony Middle School project – garden design and implementation. Kate phoned several design/build firms but has no takers as of yet.
- e. Scott from MNLA is still looking for suggestions for a joint CE session with MASLA.

C. Awards & Banquet (Bruce and Frank)

- a. Bruce has 20 easels needs 10 additional. **Chad will provide.**
- b. **Ellen will call sponsors to let them know a board can be displayed and easels will be available.**
- c. Drink tickets are \$7 each. Has one sponsor for 15 tickets. Name not released for fear of a stampede.
- d. Jury comments will be sent out for awards winners and losers. Adam has winner information for \_SCAPE.
- e. Banquet logistics: Bruce to arrive at 3:30. Guests arrive at 5:30 and meander through the hall to the registration table – MASLA has tropical encounters with bar from 5:30 on. Hors devours at 6pm with penguin, 7 move to dining room – 7:15 eat – 8pm program.
- f. Frank has PowerPoint nearly complete.
- g. Ellen inquired about national award announcements or MN fellows. Joni announced that had not heard anything back from ASLA yet.
- h. Name tags will be in plastic enclosures and will have ribbons indicating board member, sponsor, speaker, fellow, dignitaries.
- i. **Ellen will coordinate sponsor/board member meet and greet.**
- j. Frank led a discussion on the Service Awards. Consensus was that the award nomination forms need to be more clearly written with criteria made more obvious. Winners of the Cleveland Award (Chris Ochs) Service Award (Peter Olin) and (what's the other one?) were announced. The Mn Zoo will be forwarded to the fellows for voting on the Valued Places Award.

- D. Communications (Chris Ochs)
  - a. Website may be up within a week of Chris getting Oviatt Media additional information.
  - b. \_SCAPE will have perfect magazine binding – 750 issues will be run.
- E. Education and Professional Development (Chad)
  - a. Continuing Education Seminar is up to 36 registrants.
  - b. Student awards were given – Honor: Ryan Barker and Cynthia Carlson; Merit: Laura Lyndgaard and Carrie Fathman.
  - c. Bruce asked about the fee for the speaker – **Chad will check on fees.**
  - d. **Chad will send Diane electronic bio and contact information for press kit.**
- F. Public Relations (Diane)
  - a. Diane is developing an electronic press kit for the awards. **Bruce to provide jury comments to include in the kit.** There will be three releases – one for each category.
  - b. Diane has a booth at the Millard Fillmore dinner in St. Paul. She will put together MASLA displays on riverfront work.
  - c. Diane will try to get MASLA awards on display at the College of Design and the AIA MN office.
  - d. **Frank will design title block for MASLA awards board displays.**
- G. Special Presentation
  - a. Charlene Roise of Hess Roise Associates was a guest at the meeting and presented the Cultural Landscape Foundation's Landslide list – Modern Marvels. Charlene would like MASLA to nominate/sign the nomination form for Peavey Plaza. Charlene will prepare the application. If awarded, Peavey will be photographed by national photographers, attain national press, be part of a travelling exhibit, and have a display at Design within Reach. Board voted to proceed with Landslide nomination. MASLA will provide HALS resources to be used for Landslide Nomination.
  - b. Charlene also gave the board some information on local designation. The process can be lengthy; she is willing to be a resource. Margie Pitz will head up the effort. HALS can be used for basis of local designation. Process is political – Charlene suggested getting to Minneapolis City Council Members right away to start discussion and determine support.
- H. Past President (Ellen)
  - a. Ellen is working on handbook for executive committee. A partial handbook may become part of the packet given to new members.
  - b. Ellen was the only Joint Practices Committee representative to show at the last meeting.
- I. President Elect (Joni for Gina)
  - a. Gina attended the Mayors Great City Design Team which will soon be under the purview of the Metropolitan Design Center. Format will likely consist of one charrette with multiple disciplines represented.

- J. Trustee (Jim)
    - a. Jim reviewed the Leaders' Express newsletter and informed the Executive Committee on the Trustees current work which includes the SITES initiative, and prioritizing ASLA's initiatives. Let Jim know if you have an opinion on how ASLA's resources should be prioritized.
  - K. Fellows Representative (Roger)
    - a. Roger will pass the following comments to the fellows:
      - i. Please wear your medal to the awards banquet
      - ii. Please vote on the Valued Places nomination
      - iii. Please attend the awards banquet (medal in tow)
  - L. President (Joni)
    - a. Joni described the meeting with PAM on Wed morning (at 7 a.m!) PAM will hold their announcement press conference at Peavey Plaza and has asked MASLA to share costs for the event. MASLA voted to contribute \$500 to the cause.
    - b. Jim has images of a mid century modern plaza restoration that has similarities to Peavey and will share the images.
- IV. Final Announcements
- A. Kate is due in October – congratulations were given to Kate.
  - B. The June executive committee meeting will be held at Joni's house. May will bring John Uban and Doris Sullivan as guests.
  - C. Frank suggested that Peter Olin's nomination be kept secret and the board agreed that this was a good idea.
  - D. Next Meeting: May 1, 2008 at AIA MN, 4 – 6 pm.
- V. Meeting Adjourned.