



MASLA
Minnesota Chapter
American Society of Landscape Architects
Executive Committee
September 13, 2007

Board Members Present:

Ellen Stewart, Chapter President
Joni Giese, President-Elect
Bruce Chamberlain – Past President
Jim Hagstrom - Trustee
Jean Garbarini - Treasurer
Karyn Luger - Secretary
Kate Lamers – Director of Programs
Bruce Lemke – Co-Director of Awards & Banquet
Chris Ochs – Director of Communications

Others Present:

Amber Allardyce – AIA Executive Assistant
Frank Fitzgerald – Incoming Co-Director of Awards & Banquet

Absent:

Chad Buran – Director of Academic Affairs
Stephanie Grotta – Co-Director of Awards & Banquet
Matt Rentsch – Director of Public Relations

- I. Call to Order
- II. Introduction of incoming board members present
 - A. Frank Fitzgerald – Incoming Co-Director of Awards & Banquet
 - B. Elections
 - i. Error made with Trustee position; Jim Hagstrom term ends in 2008; Jim will stay for term as required by ASLA. Trustee position will come up for election again in 2008.
 - ii. Should establish Nominating Committee as in Bylaws for next year elections and actively solicit candidates.
- III. Approval of Minutes from August 2007 meeting
 - A. Motion made and August 2007 minutes approved.
- IV. Reports
 - A. Secretary (Karyn)
 - i. **Bylaws: Ellen and Karyn to review and reconcile two versions.**

- ii. Dues increase notice sent to ASLA per Bylaws.
- B. Treasurer (Jean)
 - i. Monthly Report: Budget vs. Actual from Quickbooks; tracks categories.
 - ii. Awards Program Report: will help to track for next year
 - 1. **Bruce L. to send Jean information to break out some Awards expenses.**
 - iii. Golf Tournament Report: Gross approx. \$4000
 - 1. Goal was to have green fees meet the expenses but expenses were slightly greater possibly due to other golf course costs: food, bucket of balls, etc.
 - 2. Kate can review process with Terry for improving next year; it is a complicated event to organize.
- C. Awards and Banquet (Bruce L.)
 - i. No speaker yet for banquet; Governor can only commit three weeks ahead.
 - ii. Event is April 18th at Como Conservatory.
 - iii. MNLA is having a first time awards program event with dinner.
 - iv. Educational session at banquet needs immediate planning.
 - 1. **Chad has put together proposal; Ellen will forward to Bruce when she receives it from Chad.**
- D. Academic Affairs (Chad - Absent)
- E. Communications (Chris)
 - i. September Newsletter sent out to 338, including members and sponsors.
 - ii. Website
 - 1. **Awards – Chris needs spread for four winners; can get from Adam by end of the week.**
 - 2. What needs to get posted on webpage for Awards? Need to figure out and include in award submission forms (ie Abstract, select one or two images).
 - a. Chris to use best judgment for images or may be able to use spread from _SCAPE.
 - b. Can this be done by October? Work is 50% Chris, 50% Mark Oviatt. Chris needs to push Mark O. to make updates to website.
 - c. We need to make the front page of website not date dependent (static) so Chris can edit.
 - d. Chris needs assistance with website – Joni has contacted potential volunteer; board can recruit others.
 - iii. _SCAPE – is Adam on track?
 - 1. Ellen, Chris, Adam and Diane Norman met to determine expanded list for distribution of _SCAPE.
 - a. **Ellen will contact Diane to check on status of mailing list.**
 - b. Can send both issues at once to expanded list.
- F. Public Relations (Matt - Absent)
- G. President Elect (Joni)
 - i. **Strategic Plan (adopted July 12, 2007) - Post on website? Chris to include on page with Bylaws and Constitution.**
 - 1. Need to update annually; to be reviewed at November retreat.

2. **Ellen and Joni to set meeting with Fellows for comments on Strategic Plan and RFP for Association Management Services (Draft).**
- ii. RFP for Association Management Services (Draft)
 1. **Amber will forward Joni some names of firms providing management services.**
 2. Individual or firm more appropriate? Either can respond to RFP.
 3. Board to review and get back to Joni on list of scope of services.
 4. Prioritize tasks and include time budget or maximum fee range for flexibility in proposals from individuals and firms.
 5. Responsibilities:
 - a. Awards/Banquet – level of effort related to cost of service.
 - b. Treasurer – Jean to still maintain accounting, invoices, etc. or management service responsibility?
 - c. Sponsorship – organize effort but contacts made by Landscape Architects.
 6. Is service more expensive than individual? Markup vs. resources.
 7. Other chapters use these types of services; more consistency with organization.
 8. **Board to comment and get back to Joni within one week**
 - a. Location of meetings, storage requirements – need to be reworded to be preferred or optional.
 9. **Amber will send Joni an example proposal AIA-MN put together for management services.**
 10. Source of funding? Not established yet.
 - a. Need educational events large enough to bring sponsors – long term goal.
 11. **Ellen and Joni to meet in next two weeks to discuss.**
 12. Is firm fee similar to AIA-MN an option for MASLA?
 - a. In AIA Bylaws if firm principal is an AIA member then firm is responsible for firm assessment for each architectural-related employee. If employee is AIA member, then assessment is discounted.
- H. Past- President (Bruce C.)
 - i. Working on Annual Report.
 - ii. Park(ing) Day – MASLA, ULI, AIA-MN partnered event; six LA firms involved out of approx. 12 teams; ULI is doing a lot of press.
 1. Press release (after events); media alert (before events).
- I. Programs (Kate)
 - i. Fall class/ picnic notice went out in eBlast.
 1. **Karyn to send flyer to membership.**
 - ii. **NLAM events – Jim to talk with Rich regarding the details; Jim will call Rich to coordinate something this fall.**
 1. Some students are interested in participating.
 - iii. Board thanks Kate for organizing golf event.

- iv. CDes welcome reception – MALSA sponsored; good to have more board members attend; more notice to membership next year.

J. President (Ellen)

- i. CIP application - due October 26th.



- ii. Sponsorship solicitation – 2008
- iii. MN Parks Legacy Society – wants MASLA to partner with Wirth House efforts; not seeking monetary support at this time; future event to help raise funds possibly this winter.
- iv. 1. Wirth House Proposal
 - a. Some conflict with Minneapolis Park Board – what are the issues?
- 2. Board to let Ellen know if there are issues with partnership.

K. Trustee (Jim)

- i. Sustainable SITES Initiative – measurement of sustainability at sites; four categories; ten groups are partnering, USGBC, etc.; will include sites with or without buildings; more stringent than LEED requirements; will establish certification program.
 - 1. ASLA will report metrics at annual meeting and there will be a 6-month comment period.
- ii. Small communities initiative lobby and email notice from ASLA.
- iii. ASLA has “No Child Left Inside” coalition – legislation for environmental education in schools.

V. Announcements

- A. Will have regular board meeting first Thursday of November. Board will need to schedule retreat meeting in November.

VI. Adjourn meeting