



MASLA
Minnesota Chapter
American Society of Landscape Architects
Executive Committee
November 1, 2007

Board Members Present:

Joni Giese, President
Gina Bonsignore, President-Elect
Jim Hagstrom - Trustee
Karyn Luger – Secretary
Jean Garbarini - Treasurer
Chad Buran – Director of Academic Affairs
Frank Fitzgerald – Co-Director of Awards & Banquet
Diane Norman – Director of Public Relations
Chris Ochs – Director of Communications

Others Present:

Amber Allardyce – AIA Executive Assistant
Ryan Barker, U of M Student Representative

Absent:

Ellen Stewart, Past President
Kate Lamers – Director of Programs
Bruce Lemke – Co-Director of Awards & Banquet

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- I. Call to Order
 - II. Introduction of board members
 - III. Approval of Minutes from September 2007 meeting
 - A. Motion made and September 2007 minutes approved.
 - IV. Reports
 - A. Secretary (Karyn)
 - i. Board Roster with contact info emailed to current board members.
 - ii. **Bylaws update – Ellen and Karyn to meet and reconcile, complete by retreat if possible.**
 - B. Treasurer (Jean)
 - i. Monthly Reconciliation Report
 - ii. Annual Budget: Budget vs. Actual for Nov 2006- Nov 2007.

1. **Jean needs to update election budget.**
 - iii. Annual Budget for 2007-2008
 1. **Board to review last year's budget and provide comments to Jean by November 8th, including new values or line items for 2007-2008 budget.**
 2. Dues increase – assumed will go through for budget.
 3. Increase in budget based on inflation.
 4. Do we need to track expenses individually (ie publications)?
 5. Will separate golf tournament in 2007-2008 budget.
 - iv. **Invoices – Jean needs more info form Chad/Kate or John Slack on Bonestroo invoices. Chad will follow up with John.**
 - v. Sponsorship – have we received all funds? Jean will check this for retreat. Should someone else be reconciling? Past-president responsible for sponsorship. Joni and Ellen will track and should add sponsorship to Quickbooks.
 - vi. Chris still has money left over from last year's budget. How to budget for this year based on this? Chris to use proposal for costs for website, for example.
 1. All board members to provide proposal for corresponding programs, etc. for 2007-2008.
 - a. Last year finances were questionable but in better situation now.
 - b. Is this a typical cycle? National convention in Minneapolis and unpaid sponsorship caused flux in budget last year.
 - c. **Jean and Joni to talk about sponsorship allocation.**
- C. Programs (Kate – Absent)
- i. Kate is talking with Terry and Chuck about moving golf tournament to U of M golf course in 2008. Might bring in more participants.
 1. U of M golf course is alcohol free, might be issue.
 - ii. NLAM – status on charrette projects
 1. Laos Cultural Center – charrette done; design not completely finished; Rich Koechlein has the current plans – need to be detailed; pavers from ASLA conference to be donated for project – being stored at Hedberg; team with MNLA for construction is a possibility.
 - a. Need to finish project, perhaps time build for 2008 NLAM and get more public relations out of event.
 - b. Student involvement – some interest expressed in September
 - c. Need to clarify who will be doing installation.
 - d. **Jim will coordinate with Kate regarding talking with Hedberg, MNLA and Rich on Laos project.**
 2. Standish Neighborhood charrette – design only, no construction involved.
 - iii. Fall BBQ a success.
 - iv. Winter open house – possibly at a public office this year.
- D. Awards and Banquet (Frank)
- i. Bruce and Frank have not met yet to discuss awards solicitation; Bruce needs packet from Stephanie since work was divided.

1. When was awards solicitation last year? Moved to January to miss the holiday season; pushed awards back too.
 2. Jury – needs to be selected
 3. Possibly wait to reveal winners at banquet.
- E. Communications (Chris)
- i. **Website updates – Chris to discuss upgrading to different package with Joni, so no updates made yet.**
 - ii. Newsletter items – volunteers helping with researching
 1. **Joni to provide President’s column.**
 2. Submit info to Chris prior to board meeting; Chris can pose questions at meeting and post newsletter Tuesdays following board meeting.
 3. Have 409 subscribers currently.
 4. **Chris will bring sample of reports that can be generated with Constant Contact on users and click throughs for emails sent out to next meeting.**
 - iii. Strategic Plan – post on website? Yes.
 1. **Joni will send strategic plan to new board members and Chris.**
 - a. Will revisit at retreat; plan to update once a year and revisit quarterly.
 - iv. Scape Advisory Committee – proposal by Adam Arvidson
 1. Advisory committee to provide input for Scape articles.
 2. Possible members – one confirmed; good breadth of experiences on proposed members.
 - a. MASLA board member – should be communications or public relations? Director of Public relations will be on committee since Scape is a communication tool and public relations device to allied professionals and provides promotional opportunities with awards and directory; Also, consider division of board member workload.
 - b. Board will still have say in policy issues, not editorial review.
 - c. Need communication plan – link to strategic plan goals.
 - d. Publishing guidelines and growing the magazine.
 - i. Precedent with AIA-MN magazine and editorial advisory committee.
 - ii. **Question of advertising and non-profit; there are potential tax implications (ie claim revenue) with selling advertisements; ASLA suggests contacting state legal counsel for advice; Joni needs to talk with Ellen about this.**
 - e. **Student member – Ryan to solicit a volunteer; Adam should contact Ryan to coordinate.**

2. If board member wants to attend a certain program at AIA-MN contact Amber directly to coordinate.

- ii. Press releases
 - 1. Bob Close – Fellow status.
 - 2. Tom Oslund – won award at ASLA.
 - 3. Brett Weissler – won student award at ASLA.
 - 4. Erin at ASLA is willing to help MASLA with improving PR; media list is on ASLA website, C.O.W. – Matt gave Diane code to access.
- iii. Scape distributed to membership – 200 copies remain.
 - 1. Need to start distribution list.
 - 2. Should Scape be handed out at AIA-MN or other targeted group?
 - a. Could have sign up at AIA-MN.
 - b. Package Spring and Fall issues together.
 - c. Need strategy and database – extra help to keep updated.
 - d. Valued places also included? Sell for \$5 at AIA-MN; Send to targeted school libraries or U of M? Will soon be outdated.
 - e. **Diane will take inventory of what is available in storage to help determine how to distribute; Karyn to help with inventory.**
 - f. Lobby Day – distribute copies.
 - g. **Joni and Diane will discuss strategy after inventory is taken.**

G. Academic Affairs (Chad)

- i. Student Chapter (Ryan)
 - 1. Student Chapter at the U is now formal organization to help with funding/grants.
 - 2. Firm Tour – students interested in conjunction with open house; good turn out in past; either end of fall semester or beginning of spring semester.
 - 3. Professionals review students portfolios and critique; winter/spring.
 - 4. Student Services Office – has staff for helping with contact info, logistics and transportation for students.
 - 5. Board meeting at U – last year in February; do same in 2008 and can have breakout session afterwards with students for portfolio review; was opened to MASLA membership but only board members attended.
- ii. Mentorship Program
 - 1. Not enough mentors for students; 14 students still need mentors; still open for sign up; kick-off is this week.
 - 2. Chad is looking for suggestions for improving process; mixed results between students and mentors.
 - a. Chad had followed up with professionals – college is helping students and can call and follow up; MALSA can provide list of mentors.
- iii. Educational Session at banquet
 - 1. Native Plant Community Restoration proposal – Chad had contacted potential speakers; proposed as an all day event.
 - 2. Full day vs. half-day? Or option to do either.

3. Will be charging fee for session.
 4. Local speakers or bring in someone nationally? Perhaps tie in national speaker to another venue (ie U of M) and be keynote speaker at banquet.
 5. Awards at Como Conservatory – space for hosing educational session and banquet. How would this tie into the U?
 - a. Darrel Morrison from U of Georgia – talk at U in morning then MALSA in afternoon.
 - b. Rick Darke is a potential – spoke at MNLA last year and was very well received; expert on ornamental grasses and digital photography; possible big-ticket speaker, other organizations help fund?
 6. Educational Session – one general or breakout
 - a. Morning – basic info
 - b. Afternoon – advanced info
 - c. What about specifications for native planting?
 - i. What is take home for participants?
 - d. Opportunity to encourage out-state attendees; block hotels; provide special letter/invite.
 - i. Morning session – 10 to 12
 - ii. Afternoon session – 1 to 3
 - iii. Give enough time for attendees to prepare for banquet
 - iv. If topic compelling enough will get attendance.
 - e. Discussion panels to accommodate several groups and display tables for sponsorship.
- H. Trustee (Jim)
- i. Will prepare report for retreat.
- I. President (Joni)
- i. Draft solicitations – refer to last year’s and revised version by Ellen.
 - 1. Board to review and get comments to Ellen.**
 - ii. Media Kit.
- J. Other
- i. HALS update – Jean needs to complete.
- V. Announcements
- A. Retreat: MS&R Conference Room, Mill City Museum, 710 South Second Street – Saturday, November 17th, 8:30 – 12:30; office building entrance door will be open at 8:00 am; may need to call to open up if arriving late.
- VI. Adjourn meeting