



MASLA

**Minnesota Chapter  
American Society of Landscape Architects  
Executive Committee Meeting  
Thursday, November 6, 2008**

**Board Members Present:**

Gina Bonsignore, President  
Joni Giese, Past President  
Mike McGarvey – Trustee  
Dana Schumacher – Secretary  
Jean Garbarini – Treasurer  
Chris Behringer – Co-Director of Awards & Banquet  
Frank Fitzgerald – Co-Director of Awards & Banquet  
Katie Lechelt– Director of Public Relations  
Karyn Luger – Director of Communications  
Anna Clausen – Director of Education and Professional Development  
Roger Martin – Fellow Representative

**Others Present:**

Amber Allardyce – AIA Executive Assistant

**Absent:**

Ben Sporer – Director of Programs  
Richard Murphy, President-Elect

- 
- I. Call to order
  - II. Action Items
    - A. Approval of September meeting minutes – motion to approve by Karyn L. and seconded by Frank F.
    - B. Approval of Retreat meeting minutes – motion to approve by Gina B. and seconded by Dana S.
    - C. Annual Calendar (see attached handout, “*Planning Calendar rev. 11/04/08*”)
  - III. Reports
    - A. Public Relations
      1. AIA Booth
        - a. Still need help on a couple of shifts
        - b. Found recycled rubber flooring (4’ x 9’) @ \$1/sq. ft.
      2. PR Plan
        - a. Still developing

- b. “Why hire an LA at the beginning of a project” instead of, “Why hire an LA” poster graphic
  - B. Academic Affairs
    - 1. LARE course
    - 2. Annual Continuing Education program
  - C. Strategic Plan (see attached handout, page 1 of “*Strategic Plan*”)
    - 1. Updates
- IV. Budget (see attached handouts, “*Preliminary Budget*” and “*Reconciliation report*”)
  - A. Overview
    - 1. Some of MASLA’s programs bring in extra money and some “bleed out”
    - 2. Goal – to build up more cash reserves
  - B. Suggested changes
    - 1. Include a line on budget showing reserve amount balance so that expenses/incomes can zero out.
    - 2. Increase Executive Director salary from \$7,000 to \$10,000/year
- V. Speed Reports
  - A. Secretary (Dana S.)
    - i. ASLA member roster is still unavailable. **Dana S.** to contact Barbara Drobins for most recent list
    - ii. Ex Comm Directory was passed around and updated (see attached handout, “*MASLA Board Directory*”)
  - B. Programs (Ben absent)
    - i. Winter open house – Coordinate with Anna C./firm crawl
      - 1. Location suggestions: Landform, SEH, SRF
  - C. Awards/Banquet (Frank F.)
    - i. Banquet – 2 options to explore
      - 1. Ticket for full program including educational seminar
      - 2. Ticket only pre-dinner drinks/social hour
    - ii. Awards
      - 1. 5 jury reviewers have been selected – “a good mix”
  - D. Communications (Karyn L.)
    - i. Website
    - ii. Newsletter – will be sent out next Tuesday
  - E. Past President (Joni G.)
    - i. Executive Director update
    - ii. Sponsor certain parts of a program vs. whole?
      - 1. **Joni** to revise sponsorship form
  - F. President (Gina B.)
    - i. Peavey update / PR plan developed for CIP application attached
      - 1. Still trying to meet with City of Minneapolis
    - ii. Governor’s mansion donation for new irrigation system
      - 1. \$300 – Motion by Anna C., seconded by Frank F. from discretionary fund
    - iii. Advocacy policy

1. **Dana S.** to check bylaws to see if it's okay to send out as an email and vote on passing with no meeting?
  - G. Trustee meeting highlights from Annual meeting (Mike M.)
    - i. Budgeting for less income
      - a. Cut CIP funding
      - b. Vermont licensure donation
        - i. \$1 per MASLA member equals about \$300
  - H. Fellows Update (Roger M.)
    - i. Met at Bryan Carlson's office on 11/20
      1. How to encourage fellows' applications and avoid last minute submittals
      2. Current nominees include: Craig Churchward, Todd Wichman, Gene Ernst, and Jim Hagstrom
  - I. Student Chapter Update (Anna C.)
    - i. All 3 studio entrances have new calendar announcement display space
    - ii. Need to solicit MASLA members for Capstone advisory committee
    - iii. Room is now reserved for portfolio review session on 2/2/09
    - iv. Coffman career fair is on 3/5/09 from 6-9 pm and is free
    - v. Scape's Lao article – a recent graduate will be writing it
    - vi. LARE
      1. prep books will cost \$425. **Wade** to call Gina B. to discuss purchase
      2. review session – **Anna C.** to find recent takers to share their insight
    - vii. Education topics ideas – see attached handout, "*Education Session 2009*"
      1. Focus on water
      2. Permaculture
        - a. How do we weave permaculture into our design practice with water, soil, plants?
        - b. What is the role of permaculture and how do we apply it to the practice of landscape architecture?
  - J. Next meeting, December 4<sup>th</sup> at 4:00 pm followed by Design Within Reach Landslide/Peavey Launch
- VI. Adjourn