



MASLA

**Minnesota Chapter
American Society of Landscape Architects
Executive Committee Meeting
Thursday, December 4th, 2008**

Board Members Present:

Gina Bonsignore, President
Joni Giese, Past President
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
Ben Sporer – Director of Programs
Roger Martin – Fellow Representative
Anna Clausen – Director of Education and Professional Development

Others Present:

Amber Allardyce – AIA Executive Assistant
Mindy Appold – MASLA Duluth Representative (by conference phone call)

Absent:

Richard Murphy, President-Elect
Mike McGarvey – Trustee

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- I. Call to order
 - II. Action Items
 - A. Approval of October meeting minutes – motion to approve by Chris B. and seconded by Karyn L.
 - B. Annual Calendar (see attached handout, “*Planning Calendar rev. 12/04/08*”)
 - III. Reports
 - A. Secretary (Dana S.)
 - i. Emailed December member roster to board members prior to meeting
 - ii. More “outs” than “ins.” Is this a trend with the poor economy?
 - B. Treasurer (Jean G.)
 - i. See attached handout, “*Preliminary Budger*” and “*Reconciliation Detail*”
 1. See discussion under Action Items, Budget

- C. Programs (Ben S.)
 - i. Winter open house will be at URS
 - 1. No sponsorship yet
 - 2. Program before event? New product review by vendor sponsors?
- D. Communications (Karyn L.)
 - i. MASLA board ftp site access has been emailed to board. Contact Karyn directly if there are additional questions.
 - ii. 2007 and 2008 award winner images have been uploaded to website. **Karyn** needs to add written description and needs to coordinate with Chris and Adam due to difficulties in opening files on CD from Chris.
 - iii. MASLA awards info page has been set up for 2009. Coordinate with Frank on uploading submittal forms, etc.
 - iv. "Get Involved" webpage has been added to website under MN Resources.
 - v. Karyn to coordinate 2009 sponsor schedule for newsletter with Joni.
 - vi. December newsletter to go out on Tuesday, Dec. 9th.
 - vii. SCAPE advisory committee – Adam has not had time to arrange meeting.
- E. Trustee (Mike M.)
 - i. Advocate for bills supporting infrastructure and complete streets instead of HALS.
 - ii. Can Duluth help with advocacy? **Mindy A.** will contact Sen. Oberstar
- F. Fellows Update (Roger M.)
 - 1. Recommendations to MASLA Board for 2009 Fellow candidates.
 - a. The Fellows will meet again on January 8, to review draft proposals from current candidates. Then after adjustments, send to the MASLA board for review at their February meeting. After the MASLA board review, have the mentor and the candidate prepare a final submission to the MASLA board for signature of the Chapter letter and mailing at the March MASLA board meeting. The Chapter letter would be written by the mentor for the President's signature for the Chapter.
 - b. The following 3 candidates are being encouraged to submit their packages.
 - i. Craig Churchward-mentor Scot Bradley
Todd Wichman-mentor Bill Sanders
Richard Varda-mentor Damon Farber
 - 2. MASLA Clearing House
 - a. The Fellows recommend that a digital resume with visuals of the works of all members be created as a resource for the Chapter and for use in allowing the Fellows to recommend future Fellow Candidates.
 - b. Fellow Mentor Program
The Fellows recommend that a mentor be assigned to all members interested in becoming a Fellow.
 - c. Reception for Members interested in becoming a Fellow
It is recommended that MASLA organize a yearly reception event for members interested in becoming Fellows using recent Fellows

as a resource to inform potential candidates of the requirements and time frame to become Fellows. Those members indicating interest would then be assigned a mentor to begin the process of preparing a successful package.

- d. Fellow Communication in MASLA Newsletter
- e. It is recommended that the Fellows include a monthly communication in the newsletter. **Karyn L.** will contact Bryan Carlson and Roger M. reminders for upcoming newsletter items
- f. Recommendations to MASLA Student Chapter
 - i. Student Intern Program.
Set up an intern program with offices, public and private, so students can learn how practice is carried out. No wages would be provided, just knowledge for a set period of time in various offices.
 - ii. Student Office Tour
Organize a tour of offices, public and private, to observe the profession in action and see the variety of work being completed.
 - iii. Fellows Presentations
Work with Fellows to set up presentations of their work to students.

G. Student Chapter Update (Wade/Colleen)

- i. They requested and MASLA approved \$25 for their upcoming “Practitioner Forum”

H. Public Relations (Katie L.)

- i. AIA booth was great success, architect Rick Wiley (sp?) won watercolor print.
- ii. Next event will be the Green Expo in January
- iii. The Living Green Expo charges \$350 for non-profit booth
- iv. 4/25/09 APA conference at Int’l Mkt. Sq.
- v. Brock White’s Vast paving offered free recycled plastic pavers for booth
- vi. Ramsey County recently completed a “Complete Streets” seminar and Minneapolis will be hosting one soon.

I. Education and Professional Development (Anna C.)

- i. LARE review meeting on December 16th

IV. Discussion and Action Items

A. Strategic Plan. See attached handout, “*Strategic Plan*”

- i. Joni G. motioned to approve with several changes to be revised by Gina B. Karyn seconded.

B. Budget. See attached handout, “*Preliminary Budget*”

- i. Frank F. motion to approve following items. Jean G. seconded
 - a. Increase Executive Director salary to \$15,000.
 - b. Select a local speaker for MASLA awards banquet
 - c. Add \$400 for LARE review materials
- ii. Gina discussed displaying Peavey exhibit in Duluth at local colleges

- a. **Mindy Appold** will coordinate set up to display in to be determined public places.
 - b. Still waiting on CIP grant award for Peavey display
- C. Sponsorship Update (Joni G.) See attached handout, "Sponsorship form"
 - i. **Joni G.** to send list of existing and past sponsors to all board members.
 - ii. Any ideas for new sponsors?
 - iii. Bruce Lemke is main liason for soliciting new sponsors
- D. Executive Director position
 - i. More revisions. Vote by email?
- E. Awards/Banquet (Frank F. and Chris B.)
 - i. Banquet update. See attached handout, "Awards Timing"
 - 1. Great Plains Jury will be reviewing MASLA award submittals
 - 2. **Frank** will email Gina B. and ask for printing vendor for banquet postcards
 - 3. **Frank** and Anna will coordinate an education session that will fit into the Nicollet venue
 - 4. Change MASLA Design Awards due date to February 19th to the 26th
- V. Next meeting, January 8th at 4:00 pm
- VI. Adjourn