



MASLA

**Minnesota Chapter
American Society of Landscape Architects
Executive Committee Meeting
Thursday, May 7th, 2009**

Board Members Present:

Gina Bonsignore - President
Richard Murphy - President-Elect
Joni Giese - Past President
Kathy Aro – Executive Director
Mike McGarvey – Trustee
Dana Schumacher – Secretary
Jean Garbarini – Treasurer
Roger Martin – Fellow Representative

Frank Fitzgerald – Co-Director of
Awards & Banquet
Chris Behringer – Co-Director of
Awards & Banquet
Anna Clausen – Director of Education
and Professional Development
Amber Allardyce – AIA Executive
Assistant

Absent:

Karyn Luger – Director of Communications
Ben Sporer – Director of Programs
Katie Lechelt– Director of Public Relations
Mindy Appold – Duluth Committee Chair
Colleen O’Dell, Vice president of Student Chapter at U of M
Wade Johnson, President of Student Chapter at U of M

- I. Call to order
- II. Action Items
 - A. Approval of April meeting minutes (R. Murphy motion to approve, 2nd by JG)
- III. Reports
 - A. President (Gina B.)
 - i. Welcome Kathy Aro as new executive director
 - ii. Congrats on annual banquet and education session
 - iii. Mid-Year ASLA meeting went well
 1. Ellen Stewart chaired the meeting – gathered topics for discussion
 2. Tax exempt activities
 - a. Volunteers vs. paid staff vs. contracted work (executive director)
 - iv. Peavey Plaza Update
 1. Meeting with City on 5/8/2009.
 2. Already met with Craig Wilson
 3. Jean will go to “Preserve Minneapolis” breakfast meeting in June
 4. Carrie Christensen working on exhibit of Marvels of Modernism at St. Paul Landmark Center from 7/17 – 8/7.
 - v. Duluth MASLA

1. Duluth wants to organize an event at the end of summer
 2. Ideas include: private tours, bike ride, Salmela house,
 3. Coordinate with AIA? Duluth LHB? UMD?
- B. Awards/Banquet (Frank F. and Chris B.)
- i. Banquet
 1. Photo cd sent to FTP site, Eblast will invite people to see photos
 2. Thank you to fellows for sponsoring several students
 3. Budget discussion – Ideas for next year
 - a. Early bird discount?
 - b. Ways to better promote interaction between sponsors and attendees during the social hour
- C. Treasurer (Jean G.)
- i. Need help with processing credit cards
- D. Jean uses Quick Book, Kathy doesn't have but might buy a copy for her business?
- E. Secretary (Dana S.)
- i. Membership report: 6 lapsed, 0 new
 1. **MM** to call lapsed members
 2. Ideas to increase membership
 - a. Send graduation cards to new graduates with introduction to student membership
 - b. Encourage students to attend Chicago ASLA annual meeting
 - c. **AC** to send an email to students about membership
 - ii. Election is set up for online voting through VoteNet
 1. R. Murphy, JG, DS, and Nicole Schlepp calling for potential nomination candidates
- F. Past President (Joni G.)
- i. Sponsorship
 1. **KA** to ask sponsors for feedback on awards banquet, etc.
 2. **GB, R. Murphy, JG, and KA** to meet to discuss sponsor strategy
- G. Fellows Update (Roger M.)
- i. May Event at Arboretum – Theme: Qualities of Leadership: Becoming a Fellow, May 17th at 1 pm.
- H. Programs Report (emailed report by Ben S.)
- i. Photography Seminar
 1. Rich Koechlein and Bryan Carlson will be teaching the event with Steve Silverman at Guthrie Classroom, Friday, June 12th from about 9:30 am to 2 pm with lunch provided. \$25-30 fee/ person
 2. Still working on sponsor support
 3. Eblast invitation will be sent out next week
 - ii. Golf Outing
 1. August 18th at The Refuge in Oak Grove, MN.
 2. Terry Minarik and Chuck Evens will be helping out
- I. Communications (emailed report by Karen L.)
- i. May 09 Eblast will be sent out on May 12th
 - ii. MASLA Website
 1. 2009 Awards Winners are posted on website

2. Featured firms list is updated but needs to be continually updated with information and logos
 3. Student Chapter webpage is now included on website
 4. Oviatt invoicing is still unresolved
 - a. Original contract was for \$1000 but Oviatt is charging MASLA \$2500.
- J. Trustee (Mike M.)
- i. Mid Year Meeting Highlights
 1. Full page newspaper article on what is a Landscape Architect
 2. Elections held for Government Affairs, Communications, and VP of Education
 3. Joint Expo with Great Plains, Iowa, and Wisconsin chapters
 - a. New ASLA president is from Iowa and has a parks and recreation background.
 - b. We should invite him to speak at upcoming events such as winter open house. **AC** and **BS** to coordinate an event with new president
- K. Public Relations (Katie L. – no report)
- i. **KA** to be more involved with PR effort
 - ii. Press releases for school event and awards to be sent asap
 - iii. **GB** to follow up on MNDOT news article
- L. Education (Anna C.)
- i. Education session follow up
 1. Thank you cards sent to all sponsors
 2. Might use Survey Monkey to ask for topics for next year
 3. Photos of the ed. Session were uploaded to the FTP site
 4. Next time need more handouts, book references, etc.
 - ii. LARE Review in WI – one day prep session
 1. Alternate with MN every other year?
 - iii. Chicago annual meeting and graduating students
 1. Ideas for fundraising to send students to meeting
 - a. Profits from golf outing
 - b. Benefit dinner
- M. Student Chapter (Wade J. transcribed email below)
- i. Coordinating with LA Dept for student trip to Chicago ASLA conference
 - ii. Student officer elections postponed till this fall
- N. Executive Director (Kathy A.)
- i. Prioritizing time
 1. Database management of sponsors, members, _scape, photography session, golf outing
 2. Event profit/loss reconciliation reports
 3. Budget
 4. Program assistance
 5. Survey
- IV. Next meeting to include revisiting Strategic Plan, Thursday, June 4th, 2009 from 3-7 pm at Gina's House.
- V. Adjourn