



MASLA

**Minnesota Chapter
American Society of Landscape Architects
Executive Committee Meeting
Wednesday, April 8th, 2009**

Board Members Present:

Gina Bonsignore, President
Richard Murphy, President-Elect
Joni Giese, Past President
Mike McGarvey – Trustee
Dana Schumacher – Secretary
Jean Garbarini – Treasurer
Karyn Luger – Director of
Communications
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
Ben Sporer – Director of Programs
Ellen Stewart – Exec. Director search
committee
Bruce Lemke – Exec. Director search
committee

Absent:

Katie Lechelt– Director of Public Relations
Colleen O’Dell, Vice president of Student Chapter at U of M
Wade Johnson, President of Student Chapter at U of M
Amber Allardyce – AIA Executive Assistant

- I. Call to order
- II. Action Items
 - A. Approval of March meeting minutes
- III. Executive Director Search
 - A. Overview of process (Richard M.)
 - B. Candidate interviews of “top 2” discussion
- IV. Reports
 - A. Awards/Banquet (Frank F.)
 - i. Banquet update
 1. **BS** to send list for phone call reminders to both banquet and education session by MASLA Executive Board
 2. **R. Martin.** to talk to Fellows about more student sponsors
 - ii. Awards update – student awards
 1. MASLA to sponsor 4 student award winners to banquet
 - B. Secretary (Dana S.)
 - i. Membership report: 12 lapsed, 3 new
 1. **MM** to call lapsed members
 2. **R. Murphy** to call new members
 - ii. Election process initiated – verification of term endings

1. President-Elect, Treasurer, Director of Public Relations, and Co-Director of Awards/Banquet
2. Nomination committee to consist of at least 3 MASLA members of which, one should be an associate member
- iii. Meeting minutes record
 1. **DS** to upload past meeting minutes to MASLA website
- C. Treasurer (Jean G.) – no report (will be sent via email next week)
 - i. Prefer paper invoice with follow-up email
 - ii. Report runs on a 30 day cycle to pay bills. Usually done 1 week before monthly meeting
- D. Fellows Update (Roger M.)
 - i. May Event at Arboretum – Theme: Qualities of Leadership: Becoming a Fellow
 1. **GB** to be “master of ceremonies”
- E. Programs Report (Ben S.)
 - i. Landscape Architecture/Career Discovery Month Activities
 1. 4/28 – 5 highschoools tour local firms: ATS&R, Damon Farber, and Hoisington Koegler
 2. **KL** to coordinate PR for this event
 - ii. Photography Seminar – set for June 12th, 2009
 1. Location: Mill District Area?
 2. Need a few more professional photographers to help with event
 - iii. Golf Event – August 18th, 2009
 1. Discussion on location. Chose Elk Grove Refuge
- F. Communications (Karyn L.)
 - i. Newsletter will be sent out this Friday
 - ii. Web issues – separate discussion on Oviat negotiations outside of meeting
- G. Trustee (Mike M.)
 - i. Mid-year meeting coming up – more “business related” meeting
 1. Focusing on Budget, cost cutting
 2. Review award nominations
 3. Drop in sponsorships
- H. Student Chapter (Gina B.)
 - i. Spring elections are gearing up
 - ii. ASLA will sponsor 5 students’ travel and lodging to Lobby Day
- I. Public Relations (Catherine L.) Transcribed email report below
 - i. Eco-Experience booth at State Fair
 1. MASLA will provide staffing of green jobs booth as needed
 2. Need to develop brochure on how LA’s contribute to green jobs
 - ii. MASLA 09 Award winners
 1. **CL** to send out Press release on award winners (including service)
- J. Education (Anna C.)
 - i. Student ASLA award submittals
 1. April 15th Jury of Student ASLA submittals include Marjorie Pitz, Dave Motzenbecker, Anna Clausen, and Gina Bonsignore

2. **AC** to send student graphics to **CB** for powerpoint presentation prior to banquet
3. **FF** noted that he has extra blank ASLA award certificates that can be used for winners
- ii. Education session on 4/24
 1. Still looking for sponsors list of organizations
 2. Still looking for a moderator for discussion break out
- K. Past President (Joni G.)
 - i. We're up to \$26,550 on sponsor commitments (budget: \$32,000)
 - ii. Reminder to **ALL**: Thank the sponsors at the banquet
- L. President (Gina B.)
 - i. Banquet address ideas
 1. Slum Dog Millionaire theme and Peavey trivia questions
 2. Recognize and thank volunteers – **ALL** to send list of names to GB
 - ii. Peavey Strategy
 1. Meg Arnosti is researching the bonding bill, meeting next week
 2. 3 track action plan
 - a. Be assertive, not antagonistic
 - b. Work with the City, use our connections
 - c. Educate the public via neighborhood slide shows – advocate for design guidelines, state legislator education, use Twitter?
- V. Next meeting, Thursday, May 7th, 2009 at 4 -6 pm at AIA, International Market Square, Minneapolis.
- VI. Adjourn