



**MASLA**  
**Minnesota Chapter**  
**American Society of Landscape Architects**  
**Executive Committee Meeting**  
**Thursday, June 4th, 2009**

**Board Members Present:**

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

Frank Fitzgerald – Co-Director of  
Awards & Banquet  
Karyn Luger – Director of  
Communications  
Ben Sporer – Director of Programs  
Anna Clausen – Director of Education  
and Professional Development  
Amber Allardyce – AIA Executive  
Assistant

**Absent:**

Mike McGarvey – Trustee  
Chris Behringer – Co-Director of Awards & Banquet  
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

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- I. Call to order
- II. Action Items
- A. Approval of May meeting minutes (AC motion to approve, 2<sup>nd</sup> by FF, all yeas)
- III. Reports
- A. Treasurer (Jean G.)
  - i. Dues increase discussion
    1. KL motioned to keep dues the same, 2<sup>nd</sup> by Richard M., all yeas
    2. **GB** to include note in President’s letter about dues staying level because of poor economy
  - ii. Monthly report
    1. Behind a little but this was planned for.
    2. Costs have gone up, revenues are down. Sponsors overall are 15-20% lower this year
- B. Secretary (Dana S.)
  - i. Membership report – more outs than ins
    1. **MM** to call lapsed members, **Richard M.** to call new members
  - ii. Election 09

1. DS motion to approve current slate of candidates, 2<sup>nd</sup> by Richard M., all yeas.
  - a. Treasurer candidates
    - i. Joanne Richardson
    - ii. Ted Lee
  - b. Co-director of awards banquet candidates
    - i. Erica Christenson
    - ii. Cindy Carlson
  - c. Director of Public Relations candidate
    - i. Carrie Christenson
  - d. President Elect candidate
    - i. Bruce Lemke
- C. Executive Director (Kathy A.)
  - i. Update on Web/Database Research - Avectora
    1. Avectora is used by MNL A and AIA
    2. \$100/month for service (would replace Constant Contact)
  - ii. Allied Professionals Websites
    1. Adding MASLA link to their websites
- D. Programs (Ben S.)
  - i. Photography Seminar
    1. Sponsors are West Photo and Canon Digital
  - ii. Golf Event Promotion
    1. Include postcard in \_SCAPE mailing next week
    2. Kevin Norby (course designer) will have teaching session and meet/greet
    3. Hole in One prize will be a Smart Car
    4. 6-7 volunteers needed for golf event
  - iii. Pro-Bono Projects with allied professionals
    1. Possible benefactors
      - a. Ebenezer Towers (referred by Steve Mastey)
      - b. Architecture for Humanity
      - c. Embrace Open Space – Phyllis Wheatley Center – Camp Parsons
        - i. **GB** to find out more about the camp design opportunity
- E. Fellows (Roger M.)
  - i. Arboretum May event recap
    1. 5 potential fellows attended
    2. Fairly quiet event, good food
- F. Education/Sponsorship (Anna C. and Joni G.)
  - i. Product/Sponsor Tours discussion
    1. How to field requests for events by others?
      - a. Develop a policy/protocol to handle these requests
      - b. Formal agreement
      - c. Require that they be a MASLA sponsor?
      - d. **DS** to keep track and pull from minutes all discussion items related to developing official MASLA policies to be added to member handbook

- i. Policy item – MASLA criteria for co-sponsoring events with sponsors
    - ii. Policy item – MASLA criteria for co-sponsoring with other agencies/groups
  - ii. Sponsorship Efforts/Coordination
    - 1. Involve vendor sponsors on committee focus groups
      - a. **AC** and **GB** to set up meetings with large and small vendor sponsors
- G. President Elect (Richard M.)
  - i. Survey Discussion
    - 1. What do members want from MASLA?
      - a. Interview firm principals
      - b. Interview sponsors
    - 2. Timing of Survey
      - a. Before the fall retreat
    - 3. **Everyone** to send Richard M. questions to ask on survey
- H. President (Gina B.)
  - i. Strategic Plan Check In – Review Short Term Initiatives
    - 1. Hire a part-time Executive Director - Completed
    - 2. Launch state legislature advocacy – researched this and decided that we’re not ready to move forward with this yet
      - a. We need to develop a policy on how to add allied organizations’ links on MASLA website for advocacy topics eg. Minnesota Center for Environmental Advocacy
      - b. AC suggested that we create a new board position to act as an advocate/liason for legislation
    - 3. Get feedback from sponsor and member firm –
    - 4. Develop a MASLA brand and PR materials – still discussing
    - 5. Establish at least two local PPNs – completed
      - a. Solo Practitioner
      - b. Sustainable Sites
    - 6. Develop new summer program – underway
      - a. Photography workshop (June 12, 2009)
    - 7. Forge synergistic links between MASLA initiatives and Scape editorial content – still discussing
      - a. Scape editor and advisory committee to present content topics for approval to executive board on a biannual basis
    - 8. Exhibit Modern Marvels/Peavey in metro and other cities - underway
      - a. Who will coordinate the opening reception gathering and invite St. Paul landscape architects?
      - b. Craig Wilson thinks that MASLA should involve Paul Friedberg with Peavey preservation efforts
      - c. Meg Arnosti will continue to support Peavey preservation efforts
    - 9. Add more resources/content to website, particularly with regard to regionally appropriate sustainable site practices – not completed
    - 10. Get more earned media on achievements and work

- a. GB and KA will be taking over PR work for Katie L.
- 11. Create an inventory of landscape architects serving on local, regional, and state boards, Use in PR efforts – GB has an incomplete list.
- 12. Personal phone calls to members, encouraging them to attend events – underway
- 13. Increase number of conferences, events where MASLA has display booth, and support events/seminars of allied professionals
  - a. 2010 Parks and Recreation National Meeting
  - b. What were the APA tours this last year? **JG** to find out tour locations
  - c. Wild Ones co-sponsor their next conference? Share costs for speaker?
- 14. Encourage award of excellence winners to submit for national awards– we did not have a winner this year (no submittals)
- IV. Special Topic for Discussion – MASLA Branding and PR Effort
  - A. Sustainable Sites
    - i. School campuses have a good range of scales – broad range or focus on one topic each year. Eg. Kids in Nature
    - ii. “Leaders in Sustainable \_\_\_\_\_”
    - iii. Community Planning
  - B. **GB** will send to everyone last fall’s brainstorm session ideas
  - C. **Everyone** to send GB ideas for branding/tag line for MASLA
- V. Next meeting, Thursday, July 2<sup>nd</sup>, 2009 at 4 -6 pm at AIA, International Market Square, Minneapolis
- VI. Adjourn at 6:30 pm