



MASLA
Minnesota Chapter
American Society of Landscape Architects
Executive Committee Meeting
Thursday, July 9th, 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
Mike McGarvey – Trustee
Chris Behringer – Co-Director of
Awards & Banquet
Katie Lechelt– Director of Public
Relations

Absent:

Amber Allardyce – AIA Executive Assistant
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 June meeting minutes (FF motion to approve, 2nd by JG, all yeas)
- III. Reports
 - A. Treasurer (Jean G.)
 - i. Banquet/Awards & Education breakdown analysis
 - ii. KA and JG still working on transition over to KA
 - iii. Monthly report
 - B. Secretary (Dana S.)
 - i. Membership report
 1. **AC** to call new members, **MM** to call lapsed members, **KA** to send welcome packets to new members
 - ii. Election 09
 1. **DS** to send out email reminder to vote and also to include text to direct members to update their ASLA National contact information and include home address for advocacy efforts
 - C. Awards/Banquet (Chris B., & Frank F.)
 - i. Venue ideas for next year
 1. **FF** and **CB** will call around for venue opportunities

2. **KA** will call National to find out date for President's meeting
- ii. Award Submissions and Jury selections
 1. **FF** will offer back the award submissions for pick up by applicants
 2. **FF, CB** will provide GB with a list of potential jurors
- D. Executive Director (Kathy A.)
 - i. Update on Avectra
 1. Starting next week
 2. What do board members want to track? **KA** to send out email soliciting ideas to board
 - ii. PR efforts
 1. 2 press releases written up
 - iii. Vendor tour opportunity – Plaisted
 1. **KA** to ask them to sign up for sponsor package as part of terms
- E. Education (Anna C.)
 - i. Policy on Education session/vendors – separate meeting for discussion
- F. Programs (Ben S.)
 - i. Golf Event Promotion
 1. Sponsors are coming in with help from Terry Minarik
 - ii. Fall BBQ
 1. Pick a date – try 9/24/09?
 2. 2 options
 - a. At Landmark Center in conjunction with Marvels of Modernism exhibit or,
 - b. Boom Island with sponsor, Rainbow Tree care
- G. Fellows (Roger M.)
 - i. PR for new Fellow, etc.
 1. Announcement on July 21st for Todd Wichman
 2. **KA** and **JG** to forward email to GB
 3. **Richard M.** to send **KA** more information for awards PR
 4. Shane Coen's national awards?
- H. President Elect (Richard M.) – no report
- I. President (Gina B.)
 - i. St. Paul LA's – list of practicing St. Paul LA's ?
 - ii. Peavey update
 1. Duluth (9/24 or 10/1) and Rochester (10/22)
 - a. Need to put together a slideshow for the students about LA careers and recent award winners
 - iii. Pro-bono/Service Opportunities
 - iv. Licensure summit attendance
 1. **GB** will be attending
- J. Communications (Karyn L.)
 - i. Website
 1. Everything is with Host Gator for now. Oviatt is no longer provider
 2. Option – send out RFP for website maintenance worker in next month's newsletter? Hourly rate basis?
 - ii. Fellows biography page on website

1. Do we want to continue making these for new Fellows? Yes
 2. Need to build pages for Todd W., Bob Close, and Scott Bradley
 3. **Roger M.** to check with Fellows on who might want to build these pages
- iii. Firm Listing fees for Fall 2009 MASLA directory
 1. Keep fees the same as last year
- K. Trustee (Mike M.)
- i. Membership
 1. Recap of budget cuts and cost saving measures
- L. Public Relations (Katie L.)
- i. Eco Experience at State Fair – Green Careers booth
 1. MASLA will help staff the booth
 2. **KL** to find volunteers to help staff the booth – at Modern Marvels reception?
- M. Past President (Joni G.)
- i. Solar Decathlon at U of M
 1. 2 LA students are on the team
 2. MASLA to provide \$500 – motion by CB, 2nd by Richard M. all yeas
 3. Include in SCAPE article? Track with blog by students?
 - ii. SCAPE
 1. Colorado chapter has a good example for Adam A. to look at. Eg. “Movers and Shakers”
 2. JG to invite Adam to next month’s meeting and ask for topics for fall issue
- N. PR Discussion – ran out of time, tabled till next month
- IV. Next meeting, Thursday, August 2nd, 2009 at 4 -6 pm at AIA, International Market Square, Minneapolis
- V. Adjourn at 6:00 pm