



MASLA

**Minnesota Chapter
American Society of Landscape Architects
Executive Committee Meeting
Tuesday, August 4th, 2009**

Board Members Present:

Gina Bonsignore - President
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
Adam Arvidson – Editor of _Scape

Absent:

Richard Murphy - President-Elect
Katie Lechelt– Director of Public Relations
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 July mtg. minutes (Karyn L. motion to approve, 2nd by FF, all yeas)
- III. _Scape magazine discussion with editor, Adam Arvidson
 - A. Upcoming fall issue and member directory
 - i. Article Descriptions
 1. Sustainable Sites Initiative – a look at SSI vs. LEED by Carrie Christenson
 2. Healing Gardens – Analytical tools to gauge success by Kristen Raab
 3. MASLA Public Award Winners – The last 5 years by Kalle Butler
 - ii. Membership Directory
 - iii. Misc. items
 1. AA asked board members to check out the following website:
www.land8lounge.com
 2. Adam invited board members to contribute 400 word “book reports” or reviews of websites, etc. for inclusion in fall issue
 3. AA to draft policy regarding cover photo and order of award winners

- B. Upcoming Spring Issue and Award Winners
 - i. Award winners to include list of contractors, designers, project managers, vendor/manufacturers, sub-contractors, etc.
 - ii. **FF** and **CB** to rewrite award submission forms to include request for list of above plus list of local media outlets for PR recognition
 - iii. Award submissions need to have better resolution of photo images. At least 300 dpi. **Karyn L.** to include note in next Tuesday's newsletter
 - iv. **GB** suggested that _Scape include photos of local LA's at recent MASLA events

IV. Reports

A. Executive Director (Kathy A.)

- i. Distribution list of _Scape magazine
 - 1. Discussion of possible changes for upcoming year
 - a. To increase readership and more issues/year
 - b. An opportunity to team up with other state chapters
 - c. **KL** suggested writing bios for the Great Plains Chapter jurors
 - d. Focus on the engineering world instead of the architects and city officials. (NOTE: RETREAT DISCUSSION ITEM)
 - e. **AA** suggested focusing on organizations that need LA's but don't know about them
 - f. **GB** suggested writing a "teaser" article prior to the education session
- ii. PR efforts
 - 1. Press releases are almost ready to send out
 - 2. **Karyn L.** to post press releases on website

B. Treasurer (Jean G.)

- i. **KA** will be doing the July report
- ii. **JG** to provide a break out of the _Scape budget/expenses
- iii. **JG** to invoice past due sponsors, etc.

C. Awards/Banquet (Chris B., and Frank F.)

- i. Award submissions
 - 1. Indiana chapter is sending us their submissions (18 total)
 - a. Potential jurors? MASLA president, Fellow, Private LA, Public LA, Faculty, etc.
- ii. Upcoming Banquet venue ideas?
 - 1. **KA** to call around and present information at next month's meeting
 - 2. **FF** to forward question sheet to **KA**

D. Secretary (Dana S.)

- i. Member Roster
 - 1. **KA** to send welcome packets to new members, **AC** to call new members, **MM** to call lapsed members
 - 2. Secretary and MASLA president to track list of waived dues by MASLA members (3 so far)
- ii. MASLA Election
 - 1. **Karyn L.** to include reminder to vote in next Tuesday's newsletter

- E. Past President (Joni G.)
 - i. Soliciting sponsors
 - a. Sponsor form is almost ready
 - b. JG will be meeting with sponsors to discuss needs/expectations
 - ii. Harlan Lehman's product announcement request
 - a. **Karyn L.** to include his ad on the newsletter
 - b. **JG** to follow up with sponsor request for next year
 - c. MASLA to develop a policy regarding vendor requests
- F. Education (Anna C.)
 - i. Call for mentors announcement at Fall BBQ
- G. Fellows (Roger M.)
 - i. Fellows are preparing their own bios and will send to Karyn L. to upload to MASLA website
- H. Programs (Ben S.)
 - i. Golf update
 - 1. Behind on registrants but have met budget on sponsors, etc.
 - 2. **Karyn L.** to add notice in newsletter to extend registration deadline to next Friday
 - ii. Photo follow up
 - 1. **Karyn L.** to add reminder of importance of high resolution photos (minimum 300 dpi) in Tuesday's newsletter
 - iii. Fall BBQ
 - 1. Boom Island park, September 24th
- I. Communications (Karyn L.)
 - i. **Karyn L.** to write an RFP for web maintenance services
- J. Public Relations (Katie L.)
 - i. Eco Experience
 - 1. **KA** to forward emails from Brit to GB
 - a. How many LA's are needed? Time slots?
 - 2. **GB** to add definition of LA to back of MASLA cards
- K. Trustee (Mike M.)
 - i. One on One LARE preparation with professional
- L. President (Gina B.)
 - i. Marvels of Modernism August 17th, (St. Paul, MN)
 - 1. 4:30 pm tour at Raspberry Island, 5:30-7 pm reception at Landmark Center
 - ii. Peavey Advocacy
 - 1. GB meeting with Art Space lobbyist next week to talk about fundraising for replacing the fountain pump
- V. Next meeting, Thursday, September 3rd, 2009 at 4 -6 pm at AIA, International Market Square, Minneapolis
- VI. Adjourned at 6:10 pm