



MASLA

**Minnesota Chapter
American Society of Landscape Architects
Executive Committee Meeting
Thursday, October 1st, 2009**

Board Members Present:

Richard Murphy - President
Bruce Lemke - President-Elect
Kathy Aro – Executive Director
Frank Fitzgerald – Past Co-Director of Awards & Banquet
Dana Schumacher – Secretary
Theodore Lee – Treasurer
Mike McGarvey – Trustee
Karyn Luger – Director of Communications
Roger Martin – Fellow Representative
Adrienne Bockheim, Interim Student Representative at U of MN

Absent:

Gina Bonsignore - Past President
Anna Clausen – Director of Education and Professional Development
Mindy Appold – Duluth Committee Chair
Cynthia Carlson – Co-Director of Awards & Banquet
Chris Behringer – Co-Director of Awards & Banquet
Ben Sporer – Director of Programs
Carrie Christensen– Director of Public Relations

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- I. Call to order
 - II. Action Items
 - A. Approval of September mtg. minutes (Richard M. motion to approve, 2nd by Karyn L., all yeas)
 - III. Board meeting structure (Richard M.)
 - A. Strategy Discussion
 - i. To be done at every meeting prior to reports
 - ii. Board members to submit ideas prior to meeting
 - iii. Monthly strategy discussion to replace fall board retreat
 - B. Strategy Items for today's discussion
 - i. Review Board members' needs, wants and value regarding MASLA
 1. Main recurrent items/highlights
 - a. Promotion of the profession
 - i. Advocacy efforts
 - ii. Visiting schools

- iii. Pro-bono projects
 - iv. Job listings/networking
 - b. Continuing Education opportunities
 - i. Combine with networking events (banquet, open house, fall bbq, etc.)
 - ii. Track continuing educ. credits as a perk for members (similar to MN-AIA)
 - c. Public Relations
 - i. Allied professionals networking events
 - ii. Web presence (Facebook, Twitter, LinkedIn)
 - iii. Use annual banquet to celebrate MASLA and its members (in addition to award winners)
 - iv. Sponsor involvement (on committees, events, etc.)
 - ii. _Scape Magazine
 - 1. Adam Arvidson was appointed as LAM's interim editor
 - a. Is he planning on applying as LAM's new editor?
 - 2. Impact on MASLA and _Scape
 - a. Suggestions for new _Scape editor?
 - iii. _Scape Advisory Board
 - 1. Architecture MN editor
 - 2. Phil Musik
 - 3. Regina Flanagan
 - 4. Frank Martin (stepping down and recent graduate, Kristin Robb to take his place)
 - 5. Board Appointed Rep – Carrie Christensen
 - 6. Student Rep – Kristin Robb (students will be appointing new person soon)
- C. MASLA Survey for members, non-members, and vendor sponsors
 - i. Snail mail postcard reminders to direct people to MASLA online survey
 - ii. Incentive to fill out survey?
 - iii. **Richard M.** to email survey to board members for review
- IV. Reports
- A. Executive Director (Kathy Aro)
 - i. _Scape Fall Issue
 - 1. Who to mail it to? (In addition to MASLA members)
 - a. Small AIA firms, engineers, cities, students
 - B. Treasurer (Ted Lee) no report
 - C. Awards/Banquet (Chris B., Cynthia C., and Frank F.)
 - i. Jury of Indiana submissions graded on 9/28/09
 - ii. Upcoming banquet venue recommendations
 - 1. International Market Square (BL motion to approve, 2nd by KL, all yeas)
 - D. Education (Anna Claussen absent) discussion by board
 - i. Meeting with Lance at U of MN re: monthly Brown Bag series co-hosted by MASLA and LA Department
 - ii. Notion of full day seminar in 2010 (w/ CEU credits)

- iii. More 1-3 CEU hour education sessions in 2009-10 period
- iv. Vendor sponsored CEU educational events
- v. MASLA student chapter elections on 10/2/09
- E. Programs (Ben Sporer) no report
- F. Communications (Karyn Luger)
 - i. Newsletter out next Tuesday – Ideas for content?
- G. Public Relations (Carrie Christensen absent, at Duluth Marvels of Mod. exhibit)
 - i. **CC, KA, and Richard M.** to develop draft plan for Board review/approval at November 09 meeting
- H. Secretary (Dana Schumacher)
 - i. Member roster – no new members this month, **MM** to call lapsed members
 - ii. New board members contact information edits
- I. President Elect (Bruce Lemke)
 - i. Vendor focus group meetings report
 - 1. Vendors/sponsors want to be more involved (on committees and events)
 - 2. Plan to meet every 3-4 months
- J. Trustee (Mike McGarvey)
 - i. ASLA meeting recap – budget is holding steady – no further cuts at this time
 - ii. Chicago meeting was 3rd largest on record
 - iii. HALS does not have a local state liaison
 - 1. Does GB have any recommendations?
 - iv. Waiver of Dues – ASLA policy
 - 1. Non-employment does not justify granting waiver of dues
 - 2. Member volunteer involvement may help your hardship case
- K. President (Richard Murphy)
 - i. Fall Strategy Retreat
 - 1. Monthly board meeting to include strategy discussion time prior to director reports
 - 2. Time limit?
- L. Past President (Gina Bonsignore absent, at Duluth Marvels of Mod. exhibit)
 - i. Peavey Plaza
 - 1. Bob Close (with Meg Arnosti as back up) will represent MASLA on Orchestra Hall Expansion Committee
- M. Fellows (Roger Martin)
 - i. Ted Wirth's funeral
 - 1. MASLA fellows were honorary pall bearers
 - ii. Todd Wichman's fellowship ceremony
 - 1. Roger M. escorted Todd at ceremony in Chicago
- V. Next meeting on Thursday, November 5th, 2009 at 4-6 pm at AIA, International Market Square, Minneapolis
- VI. Adjourned at 6:15 pm.