



MASLA

**Minnesota Chapter
American Society of Landscape Architects
Executive Committee Meeting
Thursday, December 17th, 2009**

Board Members Present:

(Richard M.) Richard Murphy - President
(BL) Bruce Lemke - President-Elect
(KA) Kathy Aro – Executive Director
(GB) Gina Bonsignore - Past President
(AC) Anna Clausen – Director of Education and Professional Development
(CC) Carrie Christensen– Director of Public Relations
(CZ) Cindy Zerger – Co-Director of Awards & Banquet
(DS) Dana Schumacher – Secretary
(MM) Mike McGarvey – Trustee
(KL) Karyn Luger – Director of Communications
(Roger M.) Roger Martin – Fellow Representative
(AB) Adrienne Bockheim, U of MN Student Chapter President
Tiffany Navartil, U of MN Student Chapter Treasurer

Absent:

(AA) Adam Arvidson - _Scape magazine editor, LAM Interim Editor
(CB) Chris Behringer – Co-Director of Awards & Banquet
(TL) Theodore Lee – Treasurer
(MA) Mindy Appold – Duluth Committee Chair
(BS) Ben Sporer – Director of Programs

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- I. Call to order
 - II. Action Items
 - i. Approval of November mtg. minutes (BL. motion to approve, 2nd by Richard M., all yeas)
 - III. Reports
 - i. Executive Director (Kathy Aro)
 - i. Member survey status
 1. Great response so far (89 responses)
 2. Kate Lamers' won first drawing for gift certificate
 - ii. Quick Books financial status report
 1. Should be starting in January
 - iii. IRS Taxes
 - iv. Database
 1. Includes over 1000 records

- v. Planning Calendar
 - 1. New layout distributed – **ALL** to send comments/feedback
- ii. Treasurer (Ted Lee) absent, no report
- iii. Awards/Banquet (Cindy Zerger)
 - i. Postcard reminder will be sent out late December
- iv. Education (Anna Clausen)
 - i. U of MN monthly Brown Bag dates
 - 1. January 25th – Bob Close
 - 2. February 8th – Tom Oslund
 - 3. February 15th – Don Ganje
 - ii. Portfolio Review
 - 225 Rapson Hall, U of MN, February 4th, 2010
 - iii. Student Mentor Program
 - 1. All students were paired with mentors – mission accomplished.
 - iv. Spring education session
 - 1. Call for committee help – **ALL** to consider volunteering
 - v. LARE Review
 - 1. January 17th
 - vi. GB suggested a Bootcamp refresher course for technical information
- v. Programs (Richard M.)
 - i. Replacement nominations – Richard M. reviewing potential candidates
 - ii. Winter Open House – pending response from LHB, late January or early February
- vi. Communications (Karyn L.)
 - i. Monthly newsletter – Hoping for success with Avectra next month
 - ii. Website update
 - 1. Meeting with consultant next week to discuss website maintenance
 - iii. Nissa French is interested in volunteering – where would she best fit?
- vii. Public Relations (Carrie Christenson)
 - i. Long term profession profile plan
 - 1. Committee met with Mary Lilja, Lilja Inc., PR firm to brainstorm ideas, develop a series of action steps, and implementation time frame.
 - 2. A multiyear effort focused on increasing the profession's image, recognition and role in our community
 - 3. Articulating our "Brand," developing the 30-60 second "elevator speech" and creating a visual image for LA in MN are components
 - 4. Looking to form a focus group to develop the brand – a wide diversity of LA's needed – maybe use same group from MASLA awards jury?
 - ii. Northern Green Expo – January 5th-8th, 2010
 - 1. Need extroverted volunteers to help set up, tear down and man booth
- viii. Secretary (Dana Schumacher)
 - i. ASLA sent out list of members on verge of lapsing or recently lapsed
 - 1. List divided among board members for reminder phone calls
 - 2. **MM** to email list to board members
- ix. Student Chapter (Adrienne Bockheim)
 - i. Bake Sale raised \$270

- ii. Student group toured TCF stadium with Mark Apfelbacher focusing on stormwater details
 - iii. Partnering in February with Green Light student group
 - iv. Students are excited for upcoming brown bag seminars and LARE review
- x. President Elect (Bruce Lemke)
 - i. Hoping to set up a few vendor education sessions
 - ii. BL to provide volunteer names of sponsors
- xi. Trustee (Mike McGarvey)
 - i. ASLA is developing new mission statement
 - ii. New LAM editor selection in process – soliciting ads next week
 - iii. Budget is looking better for 2010. Washington D. C. ASLA meeting is meeting its budget goals so far.
- xii. Past President (Gina Bonsignore)
 - i. Sponsorship package is complete – starting phone calls soon
 - 1. **KL** to post pdf on website
 - ii. Joint Professionals Committee meeting recap
 - 1. Chair of licensing board presentation
 - a. Wants to require 4 hours of Ethics training as part of the 24 hours of continuing education
 - b. MN-AIA stated that we already operate under a code of ethics
- xiii. Fellows
 - i. Reviewed ASLA’s list of eligible Fellows candidates
 - ii. Were positive of MASLA’s recent reorganization plan
 - iii. Were not interested in volunteering
- xiv. President (Richard Murphy)
 - i. State Licensure Board – Doris Sullivan’s term expires January 2010
 - 1. President, Executive Director, Trustee, and Past President to choose candidates and recommend to State Executive Director
 - ii. Committee volunteers
 - 1. **All** to submit list of volunteers to Richard M.
 - iii. Board Reorganization
 - 1. Conflicts with MASLA bylaws? **DS** to review Bylaws prior to next meeting
 - iv. Wild Ones conference co sponsored with MASLA
 - 1. Have Solo Practitioner group volunteer at booth?
- IV. Next meeting on Tuesday, January 12th, 2009 at 4-6 pm at AIA, International Market Square, Minneapolis
- V. Adjourned at 6:10 pm.