



MASLA
Minnesota Chapter
American Society of Landscape Architects
Executive Committee
August 2, 2007

Board Members Present:

Ellen Stewart, Chapter President
Joni Giese, President-Elect
Bruce Chamberlain – Past President
Jim Hagstrom - Trustee
Jean Garbarini - Treasurer
Karyn Luger - Secretary
Kate Lamers – Director of Programs
Bruce Lemke – Co-Director of Awards & Banquet
Chad Buran – Director of Academic Affairs
Chris Ochs – Director of Communications

Others Present:

Amber Allardyce – AIA Executive Assistant
Adam Arvidson – Editor for _SCAPE

Absent:

Stephanie Grotta – Co-Director of Awards & Banquet
Matt Rentsch – Director of Public Relations

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- I. Call to Order
 - II. Approval of Minutes from July 2007 meeting
 - A. Approved July 2007 minutes with changes.
 - i. Ellen will forward Word file to Karyn to reformat.**
 - ii. Joni will forward Karyn comments to July notes.**
 - B. June 2007 meeting minutes approved with changes.
 - III. Reports
 - A. Secretary (Karyn)
 - i. Election Status: Ballots mailed out to membership; need to be postmarked by August 29th; ASLA notified on Sept. 5th of results.
 - ii. Bylaw Updates: Bylaws adopted in 2000 included more information on ExComm; need to reconcile these with template from ASLA.
 1. Change in dues requires 45 day comment period.
 2. Bylaw Committee should be headed up by Secretary; **Ellen and Karyn, possibly Joni, to get draft for review.**

3. Notify ASLA of dues changes in September.
- iii. Dues: Compared with other chapters; send list with letter to chapter to provide information as why we are increasing dues; has not been increased in four years.
 1. Board needs to decide on amount.
 2. **Ellen needs to check on schedule and verify when we need to notify ASLA of changes in dues.**
 3. Is ASLA going to raise dues anytime soon?
 4. Chris made motion to raise chapter dues from \$63 to \$75. Motion seconded and approved by Board.
 5. **Ellen will put together a draft letter to membership and will run it by Joni.**
- B. Treasurer (Jean)
 - i. Reconciliation Detail: little activity this month; next month will have more with Golf Tournament.
 - ii. Year-to-Date Budget Analysis: income and expenses.
 - iii. Sponsor list: need to reconcile with Bruce C.'s list; Jean is showing who has paid, those who have not paid are not on list yet. **Jean needs to finish invoicing sponsors.**
 - iv. Amber brought AIA example of budget.
 - v. **Jean and Joni will work out Quickbooks together to format to meet MASLA's needs better.**
 - vi. **Amber will help call in credit card numbers after Golf Tournament;** credit card payment working well; question of safety of emailing credit card numbers to Kate; Bluepay – for high volume transactions.
- C. Programs (Kate)
 1. Golf Tournament: 105 signed up
 - a. High ratio of sponsors to LAs
 - b. Sponsorship – everything covered except for dinner.
 - c. Ellen will speak briefly to group; bring SCAPE to pass out.
 - d. Board members should have name tags; all participants have name tags; use different colors.
 - e. Some faxes did not come through to Kate; late registrants okay if not too many.
 - f. Golf course will want check – **Jean to print and bring check to event; Kate will give her amount.**
 2. Fall BBQ: combine with educational session.
 - a. Adam provided information for Communications/Presentations educational session.
 - b. Goal of Fall BBQ is to get new students/students, board members/incoming board members and members at-large together.
 - c. Possible educational session 1-5 pm, then BBQ gathering.
 - d. Location would need to accommodate both or be close proximity.
 - e. **Kate and Adam to discuss and Kate to provide proposal at next month's meeting.**

3. Urban Design Committee AIA – Parks in parking stalls event; Trust for Public Land is sponsoring event; nationwide initiative.
 - a. **Bruce will send Ellen information on it.**
 - b. Possible design competition for LA's.
 - c. Timeline – event in September.
- D. Awards and Banquet (Bruce L.)
 - i. Location for 2008 is Como Conservatory; Date is April 18th
 - ii. Can accommodate 250 people; can rent tropics area – drinks only; bar area; auditorium for educational session; can rent animals (penguins).
 - iii. Cost less than 2007 – Bruce has better handle of costs for 2008.
 - iv. Educational component needs planning.
 - v. Need to review language for award submittal forms.
- E. Academic Affairs (Chad)
 1. Mentor program at U of M will start up again.
 2. **Continuing education at other Chapters– Ellen to get Chad link to websites (ie, RI and NY).**
 - a. **Ellen and Chad should discuss educational opportunities for 2008 Banquet.**
- F. Communications (Chris)
 - i. Awards info sent to Oviatt.
 1. MASLA needs to be able to change awards pictures on website; currently needs to be done by Mark Oviatt; website should be set up so it is adjustable by MASLA directly; more template form.
 - a. It is taking Oviatt too long to update images on website; it is getting “stale”.
 2. Budget for continued maintenance.
 3. Contract with Oviatt for deliverables?
 - a. Changes by Oviatt should not be time limited; MASLA should be able to make changes on all timed materials on website.
 - b. **Chris should talk to Oviatt about MASLA goals in regards to website and find out what would it take to get images updated immediately.**
 4. Newsletter: Board members to continue to send items to Chris for including in newsletter.
 - a. Type up or let Chris know.
 5. MASLA should upgrade to Premium Service in Constatnt Contact to allow for more than 5 images in newsletter and other electronic mailings; Cost is \$5/month.
 - a. Ellen okays upgrading to Premium Service.
 6. _SCAPE update (Adam)
 - a. Next issue is Fall 2007; includes firm and membership directory and content.
 - b. Content and any changes to contact info by August 24th for September 28th publishing date.

- i. Content: Green– Wind Power; Law – Great Cities Design Team; Business – Design-Build profession; Art – still need topic, possibly Art-a-maze.
 - c. **Directory – Chris to include notice in newsletter to update contact information through ASLA.**
 - i. **August 24th deadline – Karyn to download member list and get to Adam on this date.**
 - d. Firm listings: Adam will contact last year’s firm listings.
 - i. Proposed increase in costs for listings due to included content and color quality of document.
 - ii. Who will get additional 250 copies of directory? MASLA member Diane Norman with marketing experience has ideas of who should receive copies. **Adam and Diane Norman should discuss.**
 - iii. Ellen made motion and is approved by Board for listing costs to be: \$100 for upgrade, \$250 for Premium, \$150 for Standard
 - iv. Need to note directory will be sent to list beyond membership and website.
 - v. **Advisory Board for _SCAPE: Adam to form Advisory Board by November 2008 meeting to coincide with incoming board and be in place for Spring 2008 issue.**
 - vi. Distribution List: key municipalities, allied professionals; needs to be discussed by Communications, Adam and Diane Norman.
- G. Public Relations (Matt - Absent)
- H. President Elect (Joni)
 - i. Strategic Plan – not done yet
 - ii. Request for Proposals for Executive Director position: Joni is working with Ellen on preparing and getting out to several potential applicants.
 - iii. Educational Committee needs to be put together – Ellen and Chad to work out.
- I. Past- President (Bruce C.)
 - i. Annual Report for 2006 needs to be completed by October 27th CIP.
 - ii. **Bruce needs annual expenses from Jean.**
 - iii. **Each Board member to write summary of 2006 activities and get to Bruce.**
 - iv. Newsletter/eBlast – copies from 2006 available to include in report? **Chris will check.**
- J. President (Ellen)
 - i. CIP application
 - 1. Due October 27th – this is preliminary deadline.
 - 2. Joni to send latest application with her comments to Ellen to review.
 - ii. Student from U of M won National Award
 - 1. Brett Weisler (sp?) is requesting sponsorship from MASLA for accommodations at ASLA conference in San Francisco.

- a. Bruce C. motioned to have MASLA cover the balance of the amount not covered by ASLA for Brett's accommodations up to \$400. Board approved motion.

K. Trustee (Jim)

- i. National – doing well financially.
- ii. SITES Initiative has made progress
 - 1. Categories have been established.
 - 2. Draft for ASLA meeting in October will be voted on.
- iii. Green roof at ASLA still getting publicity.
- iv. New ASLA President-Elect: previously VP of Government Affairs.

IV. Adjourn meeting

- A. Next meeting: Thursday, September 6th, 4:00-6:00 at IMS.