



MASLA

**Minnesota Chapter
American Society of Landscape Architects
Executive Committee
April 5, 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
Stephanie Grotta – Co-Director of Awards & Banquet
Bruce Lemke – Co-Director of Awards & Banquet
Chad Buran – Director of Academic Affairs
Chris Ochs – Director of Communications
Matt Rentsch – Director of Public Relations

Others Present:

John Workman – U of M LA Grad 1
Zach Jorgensen – U of M LA Grad 1

Absent:

Anna Claussen – U of M Student Rep
Tom Moua

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- I. Call to Order
 - A. This month is National Landscape Architecture Month (NLAM)
 - II. Approved meeting minutes for February 1 and March 7, 2007.
 - III. Old Business
 - A. Sponsorship – made progress
 - i. Sponsorship package went out but did not include the spring Scape issue (at printers)
 - ii. **Cannot sell advertisement, although some chapters do – need to verify (Ellen?); MASLA is using “sponsorship levels”.**
 - B. **Archiving – Bruce C., John Slack and Karyn to coordinate archiving materials with Northwestern Architectural Archives.**

- C. Annual Report 2006 – needs to be done
- D. Career Fair – Chat and Matt attended; distributed MASLA folios to U of M department.

IV. Reports

A. Secretary (Karyn)

- i. Need to establish nominating committee in early May for 2007 elections
 - 1. Bruce L. will stay on Awards and Banquet committee one more year to offset changing both co-chairs during the same year.
 - a. Need to check Bylaws; possibly never changed when MASLA added two co-chairs.
 - 2. Past-President organizes nominating committee (Bruce C.)**
 - a. **All board members should think about possible candidates.**

B. Treasurer (Jean)

- i. Reconciliation detail of budget provided.
 - 1. Sent three invoices and \$27,000 in bank.
- ii. Jean provided year to date budget analysis comparing income and expenses with budget for major categories on overall 2007 budget spreadsheet.
 - 1. **Jean will fix the numbers for public relations and publication/communications category.**

C. Programs (Kate)

- i. Working with Matt on press release of April activities (NLAM).
- ii. Encountered problems with installation of projects at sites.
 - 1. Laos project is running smoothly; Jim H. is helping with other projects.
- iii. Website needs to be updated – Kate is having issues with website; connection is down at the moment for uploading to website.
- iv. Event at Gertens – would like MASLA members to take tour and have lunch June 20 or 21. Gertens to organize, MASLA to put word out of event.
- v. Golf Tournament – Terry coordinating. Need to get correct date on eBlast/Website.
- vi. **Roosevelt High School Career Fair is Wed., April 18th in Minneapolis– Kate will get info to Chris to recruit membership to work booth.** Students are doing native prairie projects at school.
- vii. Arboretum event – push to fall; Art to A-Maze exhibition opens in June.

D. Academic Affairs (Chad)

- i. LARE review coming up this Tuesday – Chad has enough help.
 - 1. Materials update – getting info from national meeting classes; Chad has updated some materials.
 - 2. Committee for updating LARE review materials – Chad will organize.**
- ii. **Student Awards - Chad to provide summary following other MASLA awards so Joni and Ellen can present awards at banquet.**

- iii. Capstone Thesis Review will occur on May 7, 8, and 9; will include info in eBlast and website as open invitation for members.
- E. Communications (Chris)
 - i. Website – problems editing due to provider changes and issue with Contribute software.
 - ii. Editing materials – Board members to edit materials before submitting to Chris to post on website; Board members should type up as expected on website; Chris can do the brief description and link in newsletter.
 - iii. Archive old newsletters and include links on website.
 - 1. **Chris has done this for last month's but will need to create pdfs of past eBlasts.**
 - iv. **Add pdf link to Banquet invite on website (Chris) – Bruce L. will provide written summary of Banquet info to post on website.**
 - v. Scape went to press on Friday and includes award winners submitted in 2007. Hard copy only, no electronic copy available on website.
 - vi. Sponsorship banner is on bottom of MASLA homepage. Sponsor is at gold level. If we get platinum level sponsorship they will take over homepage banner.
 - 1. Do we wait for payment from sponsor before placing logos? No, go ahead and place on website.
 - 2. **Bruce C. will get logos/info to Chris for new sponsorship to be included on communications.**
- F. Public Relations (Matt)
 - i. Press Releases:
 - 1. Bruce L. has award winner information for press release.
 - 2. Service Awards – Ellen received one nomination; April 11th deadline is too late for inviting winner to banquet on April 20th - Matt will put together press released as needed.
 - 3. ASLA prefers press releases to happen after an event, not before. There is a specific format for “announcements” used by ASLA.
 - 4. Need to include Student Awards with Project Awards in Spring issue of Scape in future. Possibly have student awards earlier in semester so timing will work out.
 - ii. Valued Places Book – idea to place in schools; Matt had idea to instead send Value Places map with flyer on NLAM month to Minneapolis and St. Paul public schools. Ellen not concerned about giving out books for free.
 - 1. Send to principals of high schools and provide contact info if interested in having LAs come talk with students.
 - 2. We can send Valued Places map with Scape/Directory to municipalities.
 - 3. ASLA sends LA magazine to school guidance counselors. MASLA can follow up and contact broader range of schools in metro area.
 - a. How many maps? How many schools? High schools and middle schools.
 - iii. Parks Legacy – does this fit in the Service Awards Category? Need 25 years minimum of service.

- iv. Kate introduced MLA students attending meeting from U of M and thanked for help on NLAM projects.
 - v. Career Fair – went well at the U of M. MASLA originally started the event and has gotten bigger; Approx. 6-10 LA firms attended.
- G. Past-President (Bruce C.)
- i. Sponsorship
 - 1. Bruce will send electronic copy of sponsorship spreadsheet to Board, which includes potential sponsors and commitments.
 - 2. Currently have \$23,000 committed. Goal for sponsorship is \$34,000 based on budget.
 - 3. Banquet, golf tournament, Scape, website includes sponsorship.
 - a. No music at banquet so cannot include any sponsorship under this category.
 - 4. **Bruce C. will get thank you letter to Ellen to send out to sponsors.**
 - 5. **Bruce C. will get sponsorship info to Chris by this Friday/Saturday for the eBlast.**
 - 6. Bruce wants to target a few entities for platinum (\$10,000) level sponsorship before fall, which would include not only SCAPE this year but banquet and golf tournament next year (2008).
 - a. Summer focus on larger sponsorship for following year. Will carry over be confusing? Only a few will be targeted for this level of sponsorship.
- H. Awards & Banquet (Stephanie & Bruce L.)
- i. Menu review
 - ii. Galley 8 Café – 5:30-7:00 social hour, 7:00 dinner, 8:00 program (start with Mayor Rybak’s speech).
 - iii. Music will be piped in to social and dining areas.
 - iv. Seating limited to 210 people.
 - v. Stephanie and Bruce L. will arrive early to help set up.
 - vi. Board members should have contact with sponsors attending. Perhaps assign board members to sponsors.
 - vii. Seating reserved near podium for those speaking during program (Ellen and Joni) and other influential people.
 - viii. Display of award winners will be in cocktail area.
 - ix. Possibly enough room in cocktail area for sponsor displays; need to recognize sponsors of banquet.
 - x. Powerpoint presentation – get to Ellen and Joni early so they can prepare.
 - xi. Photographer – Hire a professional? Can ask Adam’s wife if she would do the photography again this year.
 - xii. Printing 16 project awards for display, possibly two service awards, four student awards
 - 1. Can MASLA recognize AIA Service Award to Coen + Partners? Yes, can do this.
 - xiii. Adam has graphics for all the award winners (jpegs from winners). Do not include graphics on website until after banquet.
 - xiv. Awards and banquet is on budget.

- xv. **Stephanie will get disk on award winners from Adam and send information to Ellen and Joni to help prepare for awards presentation.**
- I. President-Elect (Joni)
 - i. Draft Strategic Plan 3-29-2007 – Goal is to strengthen MASLA
 - 1. Review of text
 - a. Need smaller list of things that can be done in near term.
 - b. Need to emphasize goal of Executive Director position.
 - 2. Document to carry to next board members.
 - 3. Concern about doing too much and Board getting “burned out”.
 - 4. Long-term vision – can use document with firms to help fund Exec. Director position.
 - 5. Mention goal of Exec. Director at banquet.
 - a. Concerns about mentioning this goal without any obvious changes from last year.
 - b. Use banquet to roll out effort? Do not have funding approach yet.
 - c. Set up target dates for: 1) How to fund? 2) Who to target for funding? 3) Hiring an Executive Director.
 - d. Can talk about Draft Strategic Plan and things that are being worked on by Board at the banquet.
 - e. Include a powerpoint slide of progress. For example, changes from last year are new website, increased membership.
 - f. Ellen and Joni will address Exec. Director position again at banquet.
 - ii. Board to review draft and respond to Joni before next meeting.
 - 1. Prioritize at next meeting
- J. Trustee (Jim)
 - i. Strategic Objectives survey from ASLA.
 - 1. Board can fill out and give to Jim if there is interest.
 - 2. Align with MASLA Strategic Plan?
 - 3. Possibly start sending a survey to MASLA membership for feedback?
- K. President (Ellen)
 - i. Fellows will be recognized at banquet. Can include new Fellows to be officially named in October 2007.
- L. Meeting Adjourned.
 - i. Next meeting will be **4:00 pm, Thursday, May 3 @ IMS**