



MASLA

**Minnesota Chapter
American Society of Landscape Architects
Executive Committee
March 7, 2007**

Board Members Present:

Ellen Stewart, Chapter President
Joni Giese, President-Elect
Jean Garbarini - Treasurer
Karyn Luger - Secretary
Kate Lamers – Director of Programs
Stephanie Grotta – Co-Director of Awards & Banquet
Chad Buran – Director of Academic Affairs
Chris Ochs – Director of Communications
Matt Rentsch – Director of Public Relations

Others Present:

Tom Moua

Absent:

Bruce Chamberlain – Past President
Bruce Lemke – Co-Director of Awards & Banquet
Jim Hagstrom - Trustee
Anna Claussen – Student Rep

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- I. Call to Order
 - II. Approval of Minutes needed for February meeting – **Karyn to edit and sent out to Board for review.**
 - III. Old Business
 - A. Fellow Nominations
 - i. Ellen to meet with Fellows to discuss role of Fellows in future nominations. If Fellows do not want to nominate, MASLA Board will need to take over duty but still want Fellow input/involvement. **Ellen will talk with Bryan Carlson.**
 - IV. Reports
 - A. Treasurer (Jean)
 - i. Sponsorship money – received commitment from Rainbow Tree for 2007; Target paid up for 2006.

- ii. \$20,000 in bank less checks for website (\$2500), SNU (\$200), telephone bill. Website check for Mark Oviatt – Chris did not receive invoice, website invoices should be sent to Chris prior to cutting check.
 - iii. Taxes due this month – will file for extension; bookkeeper quit.
 - iv. Compare monthly reconciliation with budget.
- B. Programs (Kate)
- i. April LA month – summary of events has been sent to National.
 - ii. Kate's group is meeting April 15th.
 - iii. Budget for events - \$250; each group given \$50 for printing; if more is needed then go to Kate. Group leaders to use reimbursement form and send to Jean with detailed info if firms do not absorb costs.
 - iv. Groups for events organized with 6-7 people by word-of-mouth; mostly students, 2 professionals in each group; nothing was announced on website, only on eBlast.
 - v. Publicity – **Kate to coordinate with Matt**; key opportunity for good PR.
 - vi. Joni went to Hedberg for pavers; **Kate will go out again before March 15th** - snow will be off next week; contact is Jeff at Hedberg.
 - vii. Laos American event – want project installed by April – try to get photos for banquet.
 - viii. MNLA – Eureka; schedules somewhat set.
 - ix. Info on events to be added to website – **Chris will add page for LA month events.**
 - x. Event at Arboretum – **Ellen will meet with Peter Olin regarding potential event in May** – potential fundraiser for Wirth House.
 - xi. Golf Tournament – Chuck and Terry helping. No date firm yet. Verify date listed on calendar.
 - xii. Design Charrette participation– does this count for continuing education? Individuals need to check with state board criteria.
 - xiii. **CDES career fair – Chris will add event to calendar on website.**
- C. Awards & Banquet (Stephanie)
- i. Total 27 submissions - \$4050 revenue
 - ii. Wisconsin judging the submissions next two weekends.
 - iii. Tasting at Walker postponed.
 - iv. Goal is to mail invites shortly after March 12th and by March 20th.
 - v. Additional non-member invites – get list to Stephanie or Bruce.
 - vi. Service Awards nominations due tomorrow – have not received any; need to redo how awards are done: 1) not give any awards if no nominations, 2) send specific email to heads of firms for ideas/noms, 3) service award is lumped with ASLA awards and gets lost – send out separately.
 - 1. Send out reminder notice for this year's award.
 - vii. Rybak is still coming to banquet – last year gave Chris Coleman the honorary award.
 - viii. Food cost at Walker – use best judgment for deciding menu; dining area has room for 200 people max; RSVPs need to be sent back quickly.
 - ix. Residential category added this year had few submissions; public had most submissions.

- x. Couples – no reduced cost this year to banquet.
- D. Academic Affairs (Chad)
- i. LARE review for multiple choice section had 8-9 attendees; getting volunteers for reviews has been difficult.
 - ii. Graphic review scheduled for April 10th at 6-9 pm at U of M; Chad needs help – possibly Joe Favour or Bob Gunderson
 - 1. Get folks who know tricks of test or have taken the exam recently to help out; solicit recent registrants; Chad has recruited many who have recently taken exam; check with state board.
 - iii. April 3rd – MASLA student jury – 2 committed, need 4 total; Ellen can sit on jury; or recruit those who have received student awards in past – list available; criteria – entry level, and at least one Fellow on jury; **Chad can contact Bryan Carlson for suggestions.**
- E. Communications (Chris)
- i. Website – needs updating.
 - ii. Newsletter for March – not out yet, Chris will try to get out this weekend.
 - iii. No new development on sponsorship page on website; Chris will recruit help as needed.
 - iv. Do we have access to old eBlasts? **Chris or Karyn will make pdfs of emails sent out for archiving.**
 - v. No new names for eBlast; Board come up with list? Chris has original suggestion list and will send out to Board; Board to narrow down to 3 and have vote at banquet in April.
 - vi. Minnesota Design Team notice – Paynesville event in April.
 - vii. **Stephanie will send info on Service Award to Chris for eBlast.**
 - viii. **Jean will send Chris copy of invoice from Mark Oviatt.**
 - ix. **Joni has questions on organization of website – Joni will discuss with Chris separately.**
 - x. **Adam – Scape – updates? Chris will check with Adam.**
 - xi. **Chris to include note in eBlast that members needing changes to contact info for MASLA must be updated through ASLA.**
- F. Public Relations (Matt)
- i. March 28th – Booth at U of M career fair 6-9 pm; solicit members to sit at booth.
 - ii. NLAM – careers in LA
 - 1. Idea of Valued Places books/map available to members with kids in school to donate materials to school library; include special label in book.
 - a. Are there criteria for school library materials? Need to check with individual school requirements.
 - b. Coordinate with career day.
 - c. Matt will keep ledger so that one set of materials go out to individual schools.
 - d. Include/discuss at banquet.
 - iii. National has offered help with NLAM public relations – MNLA was interested in working the PR for project.

- iv. Gimmick to give away at U of M booth, ideas? Yo-yo in past. This year something eco-friendly (ie. native seeds in card/paper)
- G. President Elect (Joni)
 - i. Researched other non-profits for Executive Director position; MASLA is too dependent on sponsorship money compared to other non-profits.
 - 1. MASLA needs to develop strategic plan; visioning; 10-year plan; goals and objectives – improve quality and quantity of services.
 - ii. Joni sat in on AIA meeting – AIA has 2000 members, 21 committees with additional volunteers. 10% of membership base volunteers in AIA efforts; MASLA has 300 members – would be great to get 10% of membership actively involved.
 - 1. PR and statewide involvement - Residential Award, House of the Month (PR), sustainability, sesquicentennial (MN), accessibility, combo AIA / LA opportunities?
 - iii. **Ellen and Joni will draft a Strategic Plan.**
 - iv. Need to generate revenue through events/ activities and continuing education.
 - 1. Need to overcome member mindset that CE is free with membership.
 - v. Provide temporary funding for Exec. Dir. Position through firm charge (similar to AIA). Or possibly on a permanent basis to help fund Exec. Dir.
 - vi. Strategic Plan (SP) – will be good as board members change over time; SP is always there for the board (and modifiable over time); what are values for MASLA and Board? MASLA mission statement?
 - vii. Can we apply for grant funding from ASLA? Unlikely, won't fund Exec. Dir.
 - viii. **Last year Matt, Sonia and Adam discussed board role/mission – Ellen will try to find info from discussion.**
 - ix. **Joni will run Strategic Plan by Fellows and can invite past presidents to comment too – need to have something they can react to.**
 - x. Executive Director would provide continuity that is lacking now.
 - xi. **Joni will try to put something together next week.**
 - xii. Iowa example – has an Exec. Dir.; have educational conference once a year and hire a lobbyist.
 - 1. Conference is their revenue generator.
 - 2. Awards given every other year.
 - xiii. **Ellen will discuss Strategic Plan at banquet.**
- H. Past- President (Bruce C. – via phone)
 - i. Sponsorship – need sponsorship information by April 1.
 - 1. Only have one sponsor so far.
 - 2. **Ellen and Bruce will talk next week.**
- I. President (Ellen)
 - i. Lobby Day – six people attended.
 - 1. HALS – Historic American Landscape - \$1.2 million signed off on
 - 2. Visioning Initiative – Funding for small town design help/ downtown economics (similar to MN Design Team).
 - 3. Good experience/ recommend members to participate.

4. Should include recap for Lobby Day in April eBlast.
 5. Will be doing Lobby Day annually – local committee for state level.
 - ii. Membership survey – indicated more government affairs.
 - iii. CIP applications – due date has been changed from June to October 2007.
- J. Other
- i. Green Trends for Office Building – wants MASLA to be a “promoting partner” and post event on website.
 1. MASLA sponsored event last year – name would be included as sponsor for event this year.
 2. Norman Point and Philips EcoCenter projects - event on April 10, 2007.
 3. Yes, Board agrees to sponsor again.
 - ii. Aligning organizations – had Bruce C. put together a matrix listing organizations aligning with MASLA? (ie Audubon Society, etc.)
- K. Meeting Adjourned.
- i. Next meeting will be **4:00 pm, Thursday, April 5 @ IMS**