

Agenda

Officers: Vaughn B. Rinner, FASLA _____ President
Gregory Miller, FASLA _____ President-Elect
Chad D. Danos, FASLA _____ Immediate Past President
Wendy Miller, FASLA _____ Vice President, Professional Practice
David M. Cutter, ASLA _____ Vice President, Education
Robin L. Gyorgyfalvy, FASLA _____ Vice President, Government Affairs
Michael S. Stanley, ASLA _____ Vice President, Communications
Tom Mroz, ASLA _____ Vice President, Finance
Vanessa Warren, ASLA _____ Vice President, Membership

Nancy C. Somerville, Hon. ASLA _____ Executive Vice President
Curtis A. Millay, ASLA _____ Secretary
Michael D. O'Brien, CPA _____ Treasurer

Non-voting Member:
Kona Gray, ASLA _____ LAF Representative

Guests:
Robert Golde, FASLA _____ President-Elect Candidate
Shawn Kelly, FASLA _____ President-Elect Candidate

Agenda	
1. Approval of Minutes (Rinner/Millay)	Action
2. Program and Operations Report (Somerville et al)	Information
3. Finance and Investments Report (Mroz/O'Brien)	Information
4. Endorsement of the 2017-2018 Federal Priorities Agenda	Action
5. Location for 2021 Annual Meeting and EXPO	Action
6. Other Business	Information

Minutes

1. Call to Order

President Rinner called the meeting to order at 11:03am on Wednesday, February 15, 2017.

2. Roll Call

All officers were present except for Mr. Mroz.

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3. Minutes of Previous Regular Meeting

IT WAS MOVED BY MR. DANOS AND SECONDED BY MS. GYORGYFALVY TO APPROVE THE MINUTES OF THE JANUARY 27-28, 2017, EXECUTIVE COMMITTEE MEETING. MOTION CARRIED UNANIMOUSLY.

4. Program and Operations Report

EVP Somerville provided a construction update on the Center for Landscape Architecture. The AV, VRV, and lighting systems are still in progress but nearing completion. Additionally, ASLA has already hosted a few allied organizations at the Center. Director Poltrack provided an update on the rebranding initiative, summarizing Poulin + Morris's work to date and providing a timeline for next

steps. Director Blackwell discussed the department's work on providing guidance for chapters on how and when to weigh in on federal actions of concern.

5. Finance Update

Treasurer O'Brien reported on financial activities through December 31, 2016, and cash and reserves as of February 10, 2017. O'Brien noted that it was the first day of the annual audit and that the Finance and Investments Committee would be holding a call on the following day.

6. 2017 Honors Process

Director Poltrack reviewed the honors selection process with the Executive Committee. The nominations will be posted online for the committees' review and vote next week. Decisions are due March 10. The committee was reminded that all nominations are confidential.

7. Other Business

Mr. Gray provided an update on LAF activities.

There being no further business at 11:37am on Wednesday, February 15, 2017, the meeting adjourned.

Prepared by: Curt Millay, ASLA

Approved:

Agenda Item #2: Program and Operations Report	Discussion
<p>Purpose: To update the Executive Committee on key program activities.</p> <p>History and Background:</p> <p><u>ASLA Center for Landscape Architecture.</u> Work continues on the Center during the day and weekends in preparation for completion by midyear meeting week in April. Commission, testing, and balancing of the VRV systems continue, the interior stair cladding and millwork continues, and the side yard, green roof and store front canopy are also in process. The first quarterly <i>LAM</i> lecture series is tonight featuring Elizabeth Meyers, FASLA, from the University of Virginia.</p> <p><u>Strategic Planning: SWOT and Strategic Objectives.</u> A SWOT analysis is reviewed by the Executive Committee and senior staff annually as part of strategic planning. Every three years the Board is asked to participate in preparation of the SWOT—first, by providing input prior to the Board meeting, and second, by refining/prioritizing that input at the Board meeting.</p> <p>This year we are taking input from the Board through the BOT Facebook discussion feature. The advantage of the Facebook discussion is that it enables threaded discussions, i.e., you can comment or expand on items added by each other. Corporate Secretary Curt Millay initiated four discussion threads: Strengths, Weaknesses, Opportunities, Threats. The Board and the Executive Committee have been asked to provide input in those threads. Results of the discussions will be discussed during the midyear Board meeting.</p> <p>The annual priorities and program survey is also underway. This year, the Executive Committee and Board will also take a closer look at the strategic objectives and determine if any changes need to be made. (This is done every three years.)</p>	
Governing Rules/Procedures: N/A	
Action Requested: N/A	
Staff Contact: Nancy Somerville et al	

Agenda Item #4: Endorsement of the 2017-2018 Federal Priorities Agenda	Action
<p>Purpose: To discuss and endorse the ASLA 2017-2018 Federal Priorities Agenda.</p> <p>History and Background: In May 2016, ASLA President Chad Danos, FASLA, issued a “Call to Action” seeking input from the entire ASLA membership on federal and state issues the Society should include in the 2017-2018 legislative priorities agenda. In 2016, in an effort to streamline surveys and make it easier for members to respond, ASLA combined the federal and state legislative priority surveys. ASLA received 896 responses to the survey. ASLA government affairs staff and the Government Affairs Advisory Committee (GAAC) reviewed, vetted, and analyzed the results of the survey and formulated a set of recommended legislative issues for the 2017-2018 legislative session and presented it to the Executive Committee. Based on the input provided by the Executive Committee and the GAAC, staff presented a set of federal priorities for discussion with the Board of Trustees. The final Federal Priorities Agenda for the 115th Congress (2017-2018) is now presented to the Executive Committee for endorsement.</p> <p>Analysis of Issues: ASLA government affairs staff and the GAAC utilized the filters (see Governing Rules/Procedures below) outlined in the Federal Government Affairs Priorities administrative policy to develop a strategic federal policy agenda.</p> <p>Responses to the “Call To Action”: ASLA received 896 responses to the 2017-2018 Federal and State Legislative Priorities survey, a slight decrease from the 2015-2016 survey.</p> <p>Past Survey Respondent Totals:</p> <ul style="list-style-type: none"> • 896 respondents for the 2017-2018 survey • 964 respondents for the 2015-2016 survey • 499 respondents for the 2013-2014 survey • 552 respondents for the 2011-2012 survey <p>Of the many issues considered, five stood out as most important to ASLA members: 1) transportation planning and design; 2) water and stormwater management; 3) parks and recreational facilities; 4) community planning and design; and 5) climate change. These issues stood out as important when respondents were asked about issues that should be important to ASLA and about issues that impact their employment opportunities.</p> <p>Three issues consistently ranked at the bottom of the list of priority issues for survey respondents: small business, environmental education, and the Historic American Landscapes Survey (HALS).</p> <p>Survey respondents also highlighted specific federal programs that help fund their projects and provide important employment opportunities for landscape architects. The top seven programs included: Transportation Alternatives (29.45%); Land and Water Conservation Fund (25.31%) Recreational Trails Program (24.97%); Safe Routes to School (24.75%); TIGER grants (23.40%); HUD Community Development Block Grants (18.14%); and Army Corps of Engineers (15.75%). This question was first</p>	

added to the survey in 2012, and responses assist government affairs staff with targeting advocacy efforts on specific federal programs.

The GAAC and government affairs staff reviewed the survey responses and evaluated them based on the recommended filters, including having a federal nexus, having reason to believe that the issues will be a part of the congressional or administrative agenda during 2017-2018, and the issues being relevant to a broad segment of the ASLA membership. The GAAC and government affairs staff were particularly concerned with identifying ASLA's core issues and positioning the issues so that they will be received positively by federal policy makers. The committee was also concerned with finding the most appropriate way to address the issue of climate change and with eliminating issues from the agenda that do not have broad appeal to the ASLA membership.

Per the administrative policy, the Board of Trustees discussed the proposed priorities at its fall meeting. The Board made several important comments and recommendations that were then evaluated by the GAAC, which also reviewed the priorities agenda in light of the results of the presidential and congressional elections. The final 2017-2018 Federal Priorities Agenda Recommendations is attached below.

Governing Rules/Procedures:

Administrative Policy: Federal Government Affairs Priorities

ASLA federal government affairs priorities should reflect the practice needs and advocacy concerns of ASLA members. To that end, the federal affairs priorities will be developed through the following process:

In even-numbered years preceding a new congress, ASLA will survey its members to determine member interests and priorities. Member input and potential priority issues will be analyzed by the government affairs staff and Government Affairs Advisory Committee and a set of recommended priorities will be developed using the following filters:

- **Landscape Architecture Expertise** – Landscape architects have specific expertise that will allow ASLA and its members to play a leadership role on the issue or otherwise bring technical expertise to influence the public policy.
- **Member Relevance** – Issues must be relevant and important to a broad segment of the ASLA membership. An issue could be relevant because it relates to fundamental principles or beliefs held by the majority of members or because it has an economic impact on ASLA members.
- **Federal Nexus** – The issue must be one over which the Congress or a federal department/agency has jurisdiction.

- **Timeliness** – The issue will be or is likely to be on the congressional or administrative agenda in the next two years.

The recommended priorities will be presented to the Executive Committee at its summer meeting and to the Board of Trustees at its fall meeting for discussion and input. Input from the Executive Committee and Board will be reviewed by the government affairs staff and the GAAC and the recommended priorities will be revised as appropriate. A final set of federal priorities will be presented to the Executive Committee for endorsement prior to the year-end.

Staff lobbying efforts, bill endorsements, written testimony, congressional correspondence, and allocation of the department's government affairs resources will be made within the context of these priorities. However, ASLA will continue to endorse, as necessary and appropriate, other legislative initiatives consistent with Society policies.

Federal government affairs priorities will be re-evaluated as needed to ensure appropriate allocation of resources and to respond to changes in the political environment.

Action Requested: Discuss and endorse the proposed ASLA 2017- 2018 Federal Priorities Agenda (attached)

Staff Contact: Roxanne Blackwell, Hon. ASLA, Director of Federal Government Affairs

2017-2018 Federal Priorities Agenda Recommendations

ASLA government affairs staff and the Government Affairs Advisory Committee (GAAC) recommend that the Federal Priorities Agenda for 2017-2018 include the following issues: 1) transportation planning and design; 2) water and stormwater management; and 3) parks and recreation. These policy issues will be promoted under the broad messaging tool of Community Infrastructure Development.

Transportation Planning and Design Recommendation: Respondents to the Federal and State Legislative Priorities Survey consistently ranked federal transportation planning and design issues as being important to them professionally and important to ASLA as a whole. Also, a large percentage of respondents acknowledged that they or their firm received work from seven federal transportation programs, more than any other category of federal programs: Transportation Alternatives (29.45%); Recreational Trails Program (24.97%); Safe Routes to School (24.75%); TIGER grants (23.40%); Scenic Byways (10.64%); and Congestion Mitigation Air Quality (9.85%).

Recently, ASLA successfully worked with Congress to pass a five-year surface transportation bill, known as the FAST Act, that saved the Transportation Alternatives Program (TAP) and authorized increased funding. ASLA also secured federal Complete Streets language and pollinator habitat in federal rights-of-way language in the FAST Act – all monumental achievements for ASLA that are providing increased opportunities for landscape architects.

However, given the significant importance survey respondents placed on transportation planning and design issues and federal transportation programs, the GAAC recommends that ASLA continue its strong advocacy efforts in protecting and increasing funding for TAP, which now includes the Recreational Trails and the Safe Routes to School (SRTS) programs. The GAAC also noted that the TIGER program is becoming increasingly utilized by landscape architects to plan and design active transportation projects and other multimodal projects, and that focused attention should be paid to authorizing this important program and increasing its funding. The GAAC also noted that it is pleased that ASLA took a leadership role in the pollinator issue and that those efforts should continue as they are currently witnessing increased pollinator-related projects and opportunities for landscape architects.

During the 2016 Board of Trustees Annual Meeting, the Board discussed relevant transportation planning and design issues that will likely be addressed during the 115th congress, including TIGER grants, Vision Zero, designing for autonomous vehicles, and designing for pollinators. Overall, the Board recommended that ASLA continue to work with policy makers to increase funding for TIGER and to streamline the application process to make it less onerous for small landscape architecture firms. The Board also recommended that ASLA advocate for Vision Zero policies and design techniques similar to the Complete Streets advocacy movement, emphasizing designing for pedestrians first. They also acknowledged that a Vision Zero education campaign is needed for members and the general public. Similarly, many Board members acknowledged that they were not prepared to fully address rights-of-way design techniques for autonomous vehicles and that ASLA should mount an education campaign to educate members on this emerging issue. Finally, the Board agreed that it is important to keep ASLA in a leadership role on the pollinator issue and recommended that ASLA expand its advocacy efforts to the upcoming Farm Bill, address designing for pollinators in urban settings, and work to codify administrative orders for designing for pollinators on federal lands and properties.

The GAAC met and discussed the Board's comments and recommendations and agreed that ASLA should work to educate the membership on emerging transportation planning and design issues, such as Vision Zero and autonomous vehicles, and will assist in this effort by providing research and articles on the subject matter. The GAAC also noted that ASLA's initial transportation planning and design priorities continue to be relevant and more critical in light of the current administration and the makeup of the 115th Congress, which is more conservative.

Water and Stormwater Management Recommendation: Relevant to a broad segment of the survey respondents, this issue area consistently ranked second in all relevant survey questions.

One of the most critical federal tools that landscape architects access to assist communities with water and stormwater management issues is the Safe Drinking and Clean Water State Revolving Funds administered by the Environmental Protection Agency (EPA). Currently, this program is severely underfunded. The Board of Trustees met in break out sessions to discuss advocacy efforts to increase awareness and funding for the program. The Board recommended that ASLA continue to promote the program by demonstrating to policy makers that: green infrastructure is less costly than grey infrastructure; green infrastructure provides other community and economic benefits; and local projects are direct result of federal investment. The GAAC concurred with these recommendations.

Parks and Recreation Recommendation: Previously, ASLA advocated on behalf of parks and recreation issues under the broad category of Community Planning and Development. The GAAC recommends that for 2017-2018, ASLA should have a parks and recreation stand-alone category. Given the importance of parks and recreation issues and the Land and Water Conservation (LWCF) (second to TAP) to the employment opportunities for landscape architects, closer attention should be paid to these critical issues. The GAAC, did, however, recommend that "Community Infrastructure Development" should be the theme of ASLA's advocacy efforts because it encompasses transportation planning and design, water and stormwater management, and parks and recreation issues. The GAAC and government affairs staff believe that honing in on the core issues of importance to landscape architects will result in a more effective and efficient advocacy program. The Executive Committee demonstrated overwhelming support for this strategy of having an overarching theme of Community Infrastructure Development that encompasses transportation, water and stormwater management, and parks and recreation.

Following the 2016 presidential election, the GAAC discussed LWCF and the rumored threats to eliminate the program, and recommended that the Society pay special attention to protecting and preserving it. The Committee recommended that ASLA continue its participation in the LWCF Coalition, send iAdvocate alerts on legislation to protect the program, and urge members to bring LWCF projects to Advocacy Day to clearly demonstrate the impact of the program.

Small Business Growth and Development Recommendation: For several years, small business issues have continued to rank low on the priority surveys, and open rates for information and tools on small business issues continue to be low. The GAAC believes that federal small business issues are not relevant to a broad segment of the Society and that many small landscape architecture firms are too small to benefit from federal Small Business Administration programs and policies. Further, the GAAC believes that landscape architects do not have an expertise in small business issues and therefore do not bring anything new to the advocacy debate. Therefore, the GAAC and government affairs staff recommend that federal small business issues not be a part of the 2017-2018 federal priorities agenda.

After reviewing the analysis, the Executive Committee also agreed that small business issues not be included in the 2017-2018 federal priorities agenda.

Climate Change Recommendation: The Climate Change issue continues to be polarizing for the survey respondents with 27.2% of survey respondents ranking it as their number one issue, and 15.5% ranking it as the least important. All other rankings for importance for climate change were in the single digits, which suggests that survey respondents felt very strongly that climate change should be included in the agenda or strongly that it should not be included in the federal agenda. Also, in the open ended question there were only eight respondents who suggested climate change as an issue missing from ASLA's federal agenda, which is significantly down from the 2015-2016 survey where there were 17 suggestions.

The GAAC and government affairs staff feel that the climate change issue continues to be a very divisive and polarizing issue with federal policy makers and that extreme care should be taken in addressing it. The GAAC recommended that ASLA continue to focus on its core advocacy issue areas, active transportation, water and stormwater management, and parks and recreation, and make the connection between these areas and their impact on mitigating the effects of climate change. The Executive Committee agreed with this approach and thought it prudent, given the current and expected political climate in the upcoming years.

STEM Designation for Landscape Architects Recommendation: The ASLA Committee on Education is interested in achieving STEM designation for landscape architecture, which it believes will achieve a number of important goals, including attracting more students to the profession, securing important funding for landscape architecture education programs, and allowing more landscape architecture graduates to remain in the United States to work in the profession. Navigating the federal agencies to learn the process and achieve success has been challenging. The GAAC and the government affairs staff discussed the possibility of ASLA drafting and introducing a bill that would designate landscape architecture as a STEM profession, which could help achieve these goals. The GAAC and government affairs staff reviewed the following pros and cons for taking on such a task.

Pros: ASLA would author its own original legislation; a good advocacy tool to tell the story of the profession; with a new Congress and administration the measure would educate policy makers and staff on the profession; clearly illustrate how landscape architecture is not landscaping; help engage students and emerging professionals in ASLA and advocacy efforts; re-energize current ASLA advocates; would not require federal funding; and if passed could help attract new students to landscape architecture education programs as well as secure more funding for landscape architecture education programs.

Cons: A very heavy legislative lift, ASLA would be working alone on the issue without coalition partners, it would be time-consuming and could take away from other clear legislative priorities.; important data and research would be necessary as well as the preparation of white papers and other research documents to pass congressional muster, which could require additional human and fiscal resources; government affairs staff would need to make new legislative contacts and relationships; finally, pursuing a STEM designation for landscape architecture could jeopardize current ongoing negotiations with Department of Homeland Security on a pending STEM designation application.

The GAAC and government affairs staff discussed and weighed the pros and cons of drafting and introducing a bill to designate landscape architecture as a STEM profession and ultimately decided to table the idea for future consideration. The GAAC believes that such legislation could be extremely

beneficial to the profession and to ASLA's advocacy efforts. However, the committee showed concern about the resources needed to mount a credible campaign. The GAAC and government affairs staff is most concerned that advocacy efforts around this issue could jeopardize ASLA's application with the Department of Homeland Security and believe that waiting for that process to culminate is the best course of action at this time. The Executive Committee also evaluated the pros and cons for moving in this direction and agreed with the GAAC's recommendation not to pursue legislation to establish STEM recommendation for landscape architecture at this time.

Conclusion: After reviewing and analyzing the 2017-2018 Federal and State Legislative Priorities Survey responses, feedback from the Board of Trustees, and the 2016 federal election results, the GAAC and government affairs staff recommend that ASLA's 2017-2018 Federal Priorities Agenda include the broad policy areas of transportation planning and design; water and stormwater management; and parks and recreation. The groups further recommend that these core issue areas be packaged using appropriate messaging with a "Community Infrastructure Development" theme. The GAAC and staff emphasize the importance of staying vigilante on these key issues during this new Congress and administration.

The GAAC and staff further believe that, as the new administration and Congress begin to discuss and debate an infrastructure package, this agenda will position ASLA to participate fully in this important policy debate. Finally, the GAAC and government affairs staff believe that utilizing these three core issues and honing in on specific programs and policies will result in an effective and efficient advocacy program that addresses the needs of a broad segment of the Society.

The GAAC and government affairs staff also recommend eliminating small business issues from the federal advocacy agenda due to lack of interest and applicability. The GAAC and government affairs staff recommends using the core advocacy areas of transportation planning and design; water and stormwater management; and parks and recreation to illustrate how landscape architects address climate change and recommends that any discussions about legislation to address STEM designation occur after the completion of the Department of Homeland Security application concludes.