

# Agenda

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**Officers:** Shawn Kelly, FASLA \_\_\_\_\_ President  
Wendy Miller, FASLA \_\_\_\_\_ President-Elect  
Gregory Miller, FASLA \_\_\_\_\_ Immediate Past President

Haley Blakeman, ASLA \_\_\_\_\_ Vice President, Communications  
Lake Douglas, FASLA \_\_\_\_\_ Vice President, Education  
Kona Gray, FASLA \_\_\_\_\_ Vice President, Professional Practice  
SuLin Kotowicz, ASLA \_\_\_\_\_ Vice President, Finance  
Eugenia Martin, FASLA \_\_\_\_\_ Vice President, Government Affairs  
Dennis Nola, ASLA \_\_\_\_\_ Vice President, Membership

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

**Non-voting Member:**

Adam Greenspan, ASLA \_\_\_\_\_ LAF Representative

Agenda	
1. Approval of Minutes (Kelly)	Action
2. Program and Operations Report (Somerville et al)	Information
3. Finance and Investments Report (Kotowicz/O'Brien)	Information
4. Diversity and Inclusion Issues (Kelly/Somerville)	Discussion
5. Other Business	Information

# Minutes

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## 1. Call to Order

President Miller called the meeting to order at 9:10 a.m. on Wednesday, October 17, 2018.

## 2. Roll Call

All were present except Mr. Douglas, Mr. Gray, and Ms. Guthrie.

**Officers:** Gregory Miller, FASLA \_\_\_\_\_ President  
Shawn Kelly, FASLA \_\_\_\_\_ President-Elect  
Vaughn Rinner, FASLA \_\_\_\_\_ Immediate Past President  
Wendy Miller, FASLA \_\_\_\_\_ Vice President, Professional Practice  
Lake Douglas, FASLA \_\_\_\_\_ Vice President, Education  
Eugenia Martin, FASLA \_\_\_\_\_ Vice President, Government Affairs  
Haley Blakeman, 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, Hon. ASLA \_\_\_\_\_ Treasurer  
Kay Williams, FASLA \_\_\_\_\_ Parliamentarian

### Non-voting Member:

Jennifer Guthrie, FASLA \_\_\_\_\_ LAF Representative

### Guests:

Kona Gray, FASLA \_\_\_\_\_ VP-Elect, Professional Practice  
SuLin Kotowicz, ASLA \_\_\_\_\_ VP-Elect, Finance  
Dennis Nola, ASLA \_\_\_\_\_ VP-Elect, Membership

## 3. Minutes of Previous Regular Meeting

IT WAS MOVED BY MS. MARTIN AND SECONDED BY MS. MILLER TO APPROVE THE MINUTES OF THE PREVIOUS MEETING. MOTION CARRIED UNANIMOUSLY.

## 4. Presidents Report

President Miller reviewed his activities since the summer meeting to include chapter visits to New Jersey, the Twin States, Texas, Utah, New York, North Carolina, Florida, and Michigan and student meetings with Texas A&M, LABash, University of Illinois, University of Oklahoma, and Oklahoma State. He also discussed his administrative and allied organization meetings.

**5. Program and Operations Report**

EVP Somerville provided program and operations highlights from the third quarter to include her visit to the Global Climate Action Summit and ASLA's participation in the We Are Still In movement. She also discussed the success of the ASLA Center to continue to draw audiences and provided an update on the Chinatown Green Street demonstration project.

**6. CLOSED SESSION: HR Briefing**

The Executive Committee went into closed session for the annual HR briefing from EVP Somerville.

**7. Finance Update**

VP Mroz and Treasurer O'Brien reported on financial activities through August 31, 2018, and cash and reserves as of October 11, 2018. Through August 31, 2018, the loss of \$1,912,249 exceeds both the budgeted loss of \$1,852,106, and the prior year loss of \$1,129,526. Senior management projects that ASLA's 2018 year-end results will be in line with the break-even budget. Please note that it is usual for ASLA to report a loss for up to three quarters of each year depending on the closing date of the annual meeting.

**8. 2019-2020 Operating Budgets**

VP Mroz and Treasurer O'Brien presented the 2019-2020 operating budgets.

IT WAS MOVED BY MR. KELLY AND SECONDED BY MS. BLAKEMAN TO APPROVE THE 2019-2020 OPERATING BUDGET. MOTION CARRIED UNANIMOUSLY.

**9. 2019-2020 Capital Expense Budgets**

VP Mroz and Treasurer O'Brien presented the 2019-2020 capital expense budgets.

IT WAS MOVED BY MR. WARREN AND SECONDED BY MS. MILLER TO APPROVE THE 2019-2020 CAPITAL EXPENSE BUDGET. MOTION CARRIED UNANIMOUSLY.

**10. BOT Agenda Review**

Secretary Millay reviewed the Board agenda with the committee. Director Blackwell discussed the BOT discussion and breakout groups on legislative priorities for the next congress. Director Fry explained the communication exercise with the Board to determine the effectiveness of current communication mechanisms.

**11. Mission, Vision, Values, and Culture Review**

The committee completed review of the revisions to the mission, vision, value, and culture statements to present to the Board for final approval.

The committee decided to add the word "safe" to the mission statement to read: *Landscape architects lead the planning, design, and stewardship of healthy, equitable, **safe**, and resilient environments...*

IT WAS MOVED BY MS. BLAKEMAN AND SECONDED BY MS. WARREN TO APPROVE THE REVISED MISSION STATEMENT WITH THE ADDITION OF THE WORD "SAFE." MOTION CARRIED UNANIMOUSLY.

IT WAS MOVED BY MS. MARTIN AND SECONDED BY MS. MILLER TO APPROVE THE REVISED VISION STATEMENT AS PROPOSED. MOTION CARRIED UNANIMOUSLY.

IT WAS MOVED BY MS. BLAKEMAN AND SECONDED BY MS. MARTIN TO APPROVE THE REVISED VALUES AS PROPOSED. MOTION CARRIED UNANIMOUSLY.

IT WAS MOVED BY MS. WARREN AND SECONDED BY MS. RINNER TO APPROVE THE REVISED CULTURE AS PROPOSED. MOTION CARRIED UNANIMOUSLY.

## **12. International Issues**

President Miller and EVP Somerville updated the committee on discussions about ASLA's participation in the International Federation of Landscape Architects (IFLA). Somerville also requested input from the committee on a request from a group of Chinese landscape architects to form an international chapter. The committee agreed that staff should pursue investigation of establishing an international chapter.

## **13. Climate Change Initiatives**

President-Elect Kelly and EVP Somerville discussed current and potential ASLA initiatives on climate change such as the Blue Ribbon Panel report on climate change and resilience, the *LAM* Climate Reader, ASLA.org online resources, participation in the Science to Action Community, and investigating carbon neutrality for ASLA.

## **14. Selection of VP for EVP Review**

President Miller took nominations from the floor for a second-year VP to serve on the annual EVP review committee.

IT WAS MOVED BY MS. WARREN AND SECONDED BY MS. MILLER TO SELECT MS. BLAKEMAN TO SERVE ON THE EVP REVIEW COMMITTEE. MOTION CARRIED UNANIMOUSLY.

## **15. Acknowledgements and Recognitions**

Outgoing officers were acknowledged for their service and dedication.

## **16. Other Business**

Plans for the winter meeting were discussed as well as the upcoming committee chair orientation call in early November.

There being no further business, the meeting adjourned at 2:58 p.m. on Wednesday, October 17, 2018.

Prepared by: Curt Millay, ASLA

Approved:

Agenda Item #2: Program and Operations Report	Information
<b>Purpose:</b> To update the Executive Committee on key program activities.	
<p><b>History and Background:</b></p> <p><u>Annual Meeting Debrief.</u> A total of 6,125 attended the ASLA 2018 Annual Meeting and EXPO in Philadelphia, a decline from 6318 attendees in 2017. This reduction is due to fewer EXPO only registrations this year. Professional registrations, however, increased by 19 percent in 2018. Eighty-nine percent of the respondents to the annual meeting attendee survey said they were satisfied with their overall participation in the meeting.</p> <p>Of the 360 participating exhibitors, down slightly from 384 last year, 61 percent of the exhibitor survey respondents said they were satisfied with their overall participation. Consistent with previous year's reports, exhibitors were far more satisfied with the quality of booth traffic on Saturday (75 percent) than on Sunday (57 percent).</p> <p>The committee will debrief on the meeting and discuss what worked well and any areas for improvement.</p> <p><u>The San Diego Conference on Landscape Architecture.</u> Staff have begun discussions about potential improvements to the education session schedule and the EXPO floor schedule in response to stakeholder input. Staff will share ideas and gather additional input from the Executive Committee.</p>	
<b>Governing Rules/Procedures:</b> N/A	
<b>Strategic Objectives:</b> <b>Strategic Objectives:</b> •Exercise responsible financial management and administrative oversight to ensure effective use of the Society's resources. •Identify priorities and objectives that respond to member needs and advance the Society and ensure that ASLA programs are managed and implemented in accordance with member- and Board-identified goals and values. •Keep the profession and the Society in the lead on critical and emerging issues.	
<b>Financial Impact:</b> N/A	
<b>Action Requested:</b> N/A	
<b>Staff Contact:</b> Somerville	

Agenda Item #3: Finance and Investments Report	Information
<p><b>Purpose:</b> To report on the Society's financial activities through October 31, 2018, and its cash and reserves as of November 20, 2018.</p>	
<p><b>Operations:</b> In October, ASLA is reporting a loss of \$264,511 with revenues of \$11.6 million and expenses of \$11.8 million through the ten months ended October 31, 2018. To date, expenses are below budget by \$140,133 and revenues are below budget by \$240,830. The year-to-date net loss compares unfavorably to the budgeted net income of \$115,902 by \$380,413. Last year in October, ASLA was reporting net income of \$817,761.</p>	
<p><b>Cash and Reserves</b></p>	
<p><b>Operating reserve:</b></p>	
<p>Operating cash</p>	<p style="text-align: right;">\$619,369</p>
<p>Short-term reserve at Schwab</p>	<p style="text-align: right;">500,302</p>
<p>Money market at bank</p>	<p style="text-align: right;">1,987,786</p>
	<p style="text-align: right;"><b>\$3,107,457</b></p>
<p><b>Long-term reserve:</b></p>	
<p>Cash</p>	<p style="text-align: right;">\$43,777</p>
<p>Equities (stocks)</p>	<p style="text-align: right;">2,144,370</p>
<p>Fixed income (bonds)</p>	<p style="text-align: right;">1,844,370</p>
<p>Other assets</p>	<p style="text-align: right;">796,393</p>
	<p style="text-align: right;"><b>\$4,828,910</b></p>
<p>ASLA has an unrealized loss of \$185,132, or four percent in the long-term reserve through November 20, 2018.</p>	
<p><b>Governing Rules/Procedures:</b> The Board of Trustees is charged with adopting the annual program and budget of the Society, in addition to monitoring performance.</p>	
<p><b>Action Requested:</b> n/a</p>	
<p><b>Staff Contact:</b> Michael O'Brien</p>	

Agenda Item #4: Diversity and Inclusion Issues	Action/Information
<p><b>Purpose:</b> To propose an update to the Diversity statement and discuss other diversity and inclusion issues.</p> <p><b>History and Background:</b> <u>Diversity value statement.</u> An omission in the drafting of the Diversity value statement has been identified, i.e., the statement describing the Diversity value left out staff. Management recommends adding staff to the statement to read:</p> <p style="text-align: center;"><i>Committed to fostering equity and inclusion within our profession, membership, <b>staff</b>, and leadership, striving to mirror the communities we serve.</i></p> <p><u>Women's Landscape Equality (re)Solution.</u> Following the annual meeting a petition was started by a group of ASLA members to address gender parity in the profession. The Executive Committee will discuss signing the petition as a whole rather than individually to emphasize ASLA's commitment to the cause.</p> <p><u>Sexual harassment allegation procedures.</u> Given the high profile of sexual harassment allegations, including in the architectural profession, ASLA should pro-actively define procedures that would be followed in the event of any similar allegation concerning ASLA members or award winners. Attached is the Standards of Conduct policy, the Whistleblower policy and the ASLA Code of Professional Ethics with relevant sections highlighted in yellow. Additional information on existing and suggested procedures will be provided before the call.</p>	
<b>Governing Rules/Procedures:</b> N/A	
<b>Strategic Objectives:</b> <b>Strategic Objectives:</b> •Identify priorities and objectives that respond to member needs and advance the Society and ensure that ASLA programs are managed and implemented in accordance with member- and Board-identified goals and values. •Keep the profession and the Society in the lead on critical and emerging issues.	
<b>Financial Impact:</b> N/A	
<b>Action Requested:</b> The committee is requested to: 1) approve the addition of the word "staff" to the description of the Diversity value (as noted above); 2) provide input on the Women's Landscape Equality (re)Solution and sexual harassment allegation procedures.	
<b>Staff Contact:</b> Somerville	