

Agenda

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

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

Agenda	
1. Approval of Minutes (Miller)	Action
2. Program and Operations Report (Somerville et al)	Information
3. Finance and Investments Report (Mroz/O'Brien)	Information
4. 2019 Annual Operating Plan (Kelly/Somerville)	Information
5. 2019-2020 Capital and Operating Budgets (Mroz/O'Brien)	Information
6. Invasive Species Policy (Martin/Hebron)	Action
7. Professional Licensure Policies (Martin/Hebron)	Action
8. Memorials Policy (Martin/Hebron)	Action
9. Other Business	Information

Minutes

1. Call to Order

President Miller called the meeting to order at 12:06pm on Wednesday, August 15, 2018.

2. Roll Call

All were present.

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

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. BLAKEMAN TO APPROVE THE MINUTES OF THE PREVIOUS MEETING. MOTION CARRIED UNANIMOUSLY.

4. Program and Operations Report

Secretary Millay and Directors Lent and Fry provided updates on the Chinatown Green Street project to include recent subcontractor interviews and updated communication pieces; the quarterly membership video "Spotlight on Federal Advocacy," and the updated ASLA privacy policy.

5. Finance Update

VP Mroz and Treasurer O'Brien reported on financial activities through July 31, 2018, and cash and reserves as of August 8, 2018. ASLA is reporting a loss of \$1,365,124 with revenues of \$4.2 million

and expenses of \$5.6 million through the six months ended June 30, 2018. To date, expenses are below budget by \$361,863 and revenues are below budget by \$341,977. The year-to-date loss improves on the budget by \$20,436. 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.

6. Great Plains Chapter Name Change

The committee reviewed the petition to rename the "Great Plains Chapter" to the "Nebraska-Dakotas Chapter" to more accurately reflect the actual states included within its boundaries.

IT WAS MOVED BY MR. KELLY AND SECONDED BY MS. MILLER TO APPROVE THE GREAT PLAINS CHAPTER NAME CHANGE FOR CONSIDERATION BY THE BOARD OF TRUSTEES. MOTION CARRIED UNANIMOUSLY.

7. Professional Licensure Policies

The committee reviewed the proposed changes to ASLA's suite of public policies on professional licensure. The committee recommended suggestions be brought back to the Policy Committee for revision. The policies will be presented again to the Executive Committee during its September or October meetings.

8. Memorial Policy

The committee reviewed the proposed changes to ASLA's policy on memorials. The committee recommended suggestions be brought back to the Policy Committee for revision. The policy will be presented again to the Executive Committee during its September or October meetings.

9. ASLA-LAF Memorandum of Understanding

The committee reviewed the memorandum of understanding between ASLA and LAF for 2019-2020. The committee requested a revision to the fourth paragraph, third sentence to read, "...LAF will develop a *schedule* of recognition opportunities...."

IT WAS MOVED BY MS. BLAKEMAN AND SECONDED BY MS. MARTIN TO APPROVE THE MEMORANDUM OF UNDERSTANDING FOR CONSIDERATION BY THE BOARD OF TRUSTEES WITH THE AFOREMENTIONED REVISION. MOTION CARRIED UNANIMOUSLY.

10. Other Business

The call for outstanding service awards is open until September 7.

There being no further business, the meeting adjourned at 1:07 pm on Wednesday, August 15, 2018.

Prepared by: Curt Millay, ASLA

Approved:

Agenda Item #2: Program and Operations Report	Information
Purpose: To update the Executive Committee on key program activities.	
History and Background: <u>Global Climate Action Summit.</u> EVP Somerville attended the summit last week in San Francisco. The Global Climate Action Summit, happening midway between Paris 2015 and 2020, was timed to provide the confidence to governments to 'step up' and trigger this next level of ambition sooner rather than later. Leaders from around the world attended celebrate achievements but to also provide a Launchpad for deeper worldwide commitments. <u>Chinatown Green Street.</u> The design team continues to negotiate contracts with the construction management firm, RK&K, and the permit expediting firm, Commun-ET. ASLA staff had a productive meeting with Downtown BID to update them on the project, talk about neighboring projects, and discuss how to collaborate on maintenance of the street post-construction. Staff also met with the 1882 Foundation, a Chinese cultural organization located in the 500 block of I Street, NW. Annual meeting – preview, communications piece the next step	
Governing Rules/Procedures: N/A	
Strategic Objectives: Strategic Objectives: 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.	
Financial Impact: N/A	
Action Requested: N/A	
Staff Contact: Somerville	

Agenda Item #3: Finance and Investments Report	Information																						
<p>Purpose: To report on the Society's financial activities through August 31, 2018, and its cash and reserves as of September 18, 2018.</p>																							
<p>History and Background: ASLA is reporting a loss of \$1,912,249 with revenues of \$5.4 million and expenses of \$7.4. million through the eight months ended August 31, 2018. To date, expenses are below budget by \$283,150 and revenues are below budget by \$343,843. The year-to-date exceeds the budget by \$60,144. Please note that it is not uncommon for ASLA to report a loss for up to three quarters of each year depending on the closing date of the annual meeting (October 22, 2018).</p>																							
<p>Cash and Reserves</p> <table border="1"> <tr> <td data-bbox="302 772 922 842">Operating Reserve:</td><td data-bbox="922 772 1159 842"></td></tr> <tr> <td data-bbox="302 842 922 911">Operating cash</td><td data-bbox="922 842 1159 911">\$428,689</td></tr> <tr> <td data-bbox="302 911 922 980">Short-term reserve at Schwab</td><td data-bbox="922 911 1159 980">500,000</td></tr> <tr> <td data-bbox="302 980 922 1050">Money market at bank</td><td data-bbox="922 980 1159 1050">2,483,613</td></tr> <tr> <td data-bbox="302 1050 922 1119"></td><td data-bbox="922 1050 1159 1119">\$3,412,303</td></tr> <tr> <td data-bbox="302 1119 922 1188">Long-term reserve:</td><td data-bbox="922 1119 1159 1188"></td></tr> <tr> <td data-bbox="302 1188 922 1257">Cash</td><td data-bbox="922 1188 1159 1257">\$50,355</td></tr> <tr> <td data-bbox="302 1257 922 1327">Equities (stocks)</td><td data-bbox="922 1257 1159 1327">2,253,544</td></tr> <tr> <td data-bbox="302 1327 922 1396">Fixed income (bonds)</td><td data-bbox="922 1327 1159 1396">1,886,835</td></tr> <tr> <td data-bbox="302 1396 922 1465">Other assets</td><td data-bbox="922 1396 1159 1465">921,585</td></tr> <tr> <td data-bbox="302 1465 922 1539"></td><td data-bbox="922 1465 1159 1539">\$5,112,319</td></tr> </table>		Operating Reserve:		Operating cash	\$428,689	Short-term reserve at Schwab	500,000	Money market at bank	2,483,613		\$3,412,303	Long-term reserve:		Cash	\$50,355	Equities (stocks)	2,253,544	Fixed income (bonds)	1,886,835	Other assets	921,585		\$5,112,319
Operating Reserve:																							
Operating cash	\$428,689																						
Short-term reserve at Schwab	500,000																						
Money market at bank	2,483,613																						
	\$3,412,303																						
Long-term reserve:																							
Cash	\$50,355																						
Equities (stocks)	2,253,544																						
Fixed income (bonds)	1,886,835																						
Other assets	921,585																						
	\$5,112,319																						
<p>ASLA has an unrealized gain of \$98,276, or two percent in the long-term reserve through September 18, 2018.</p>																							
<p>Governing Rules/Procedures: The Board of Trustees is charged with adopting the annual program and budget of the Society, in addition to monitoring performance.</p>																							
<p>Strategic Objectives: Exercise responsible financial management and administrative oversight to ensure effective use of the Society's resources.</p>																							

Financial Impact: The financial information provides the Executive Committee operational progress on the annual program budget.

Action Requested: Review

Staff Contact: O'Brien

Agenda Item #4: 2019 Annual Operation Plan	Information
<p>Purpose: To review the draft of the FY 2019 Annual Operating Plan for final approval at the fall meeting.</p>	
<p>The Annual Operating Plan (AOP) outlines ASLA programs, their objectives, and specific goals for the coming year. The AOP: responds to the board's evaluation and ranking of strategic objectives and programs; responds to key issues identified through the SWOT and strategic planning discussions of the Executive Committee and senior staff; and incorporates program and operations improvements identified through ongoing PDCA (Plan-Do-Check-Act). The AOP takes a conservative approach to revenue projections and budgeting, with resources added strategically to support top priorities.</p> <p>As a reminder, top priorities identified by the Board are: promoting and defending licensure: public awareness; staying in the lead on critical and emerging issues; advocacy; and growing the profession. Cross-cutting issues of special focus are: recruiting, engaging, and serving emerging professionals; positioning the profession to respond to climate change; and career discovery and diversity.</p> <p>The most significant programmatic changes and additions for 2019 are listed below. Please note: Program changes/enhancements are organized under primary department of responsibility; many items involve multiple departments.</p> <p>Executive Offices</p> <ul style="list-style-type: none"> ▪ Communications/outreach focus around <i>Smart Policies for a Changing Climate</i>. ▪ Security design symposium (with Government Affairs and Professional Practice). ▪ Completion of Phase I of FrameWorks communication project with Presidents Council organizations; potential beginning of Phase II. ▪ Completion of JUST review and Employee Handbook revisions. ▪ Planning for potential 2020 summit of leadership of landscape architecture associations from English speaking countries. ▪ Increased staff professional development budget <p>PR and Communications</p> <ul style="list-style-type: none"> ▪ Completion of focus groups and development of targeted messaging for member audiences (with Member and Chapter Services and Marketing). ▪ RFP for web hosting services. ▪ Implementation of change in eligibility for student awards. ▪ Development of Center exhibit around <i>Smart Policies for a Changing Climate</i> (grant application pending). ▪ Planning for Olmsted 2022 anniversary. ▪ Accelerated fundraising for Chinatown Green Street and potential commencement of construction (with Executive Offices). 	

Finance, Meetings, and Business Operations

- Implementation of enhanced cybersecurity and business continuity plans.
- Review of building operations and management company responsibilities/performance.
- Financial training for staff and volunteers, including budget management training for staff.
- Review/analysis of 2018 annual meeting and EXPO results and implementation of enhancements/changes.
- Review/enhancement of communications and customer support for exhibitors, sponsors, and advertisers.

Landscape Architecture Magazine

- Plan for website redesign in 2020.
- Review of approaches for including continuing education content.

Education and Marketing

- Continued enhancement of AM education programs.
- Education program review/planning based on member education survey results.
- Pilot of firm principal symposium (with PP).
- Implementation of new marketing plans.
- Education and marketing on STEM.

Member and Chapter Services

- Continued implementation and review of new iMIS Rise features and analysis of resulting member data.
- Targeted recruitment and onboarding.
- Completion of design of leadership development program.
- Chapter leadership summit on sustainability/challenges of small chapters.
- Completion of membership categories and privileges review.

Professional Practice and IT

- Enhanced/expanded online learning and review of pricing structure.
- Symposium on security design (with Executive Offices and Government Affairs).
- Call for LATIS papers; introduce LATIS shorts.
- Review of RFP for IT consulting services.
- Implementation of recommendations from IT architecture analysis for business continuity/security.

Government Affairs

- Increased focus on environmental justice and equity issues (responds to member priorities survey).
- Focus on FAST Act reauthorization.
- Potential congressional briefing on the BRP report.
- State level STEM recognition pilot (with Education).
- Goal of increased involvement in legislative process and issue/coalition leadership.
- Increased funding for chapter advocacy grants.
- Trial participation in National Conference of State Legislatures.

Governing Rules/Procedures: ASLA Bylaws Section 801: ...The Board of Trustees shall...adopt the annual operating plan and budget of the Society...

Strategic Objectives: All

Financial Impact: Financial projections and analysis of 2019 revenues and costs of 2019 enhancements are in process.

Action Requested: The Executive Committee is requested to review the FY 2019 AOP draft for final action at the fall meeting in Philadelphia.

Staff Contact: Nancy Somerville/Michael O'Brien

Agenda Item #5: 2019-2020 Operating Budgets

Information/Discussion

Purpose: To present for discussion the proposed changes to the 2019 budget.

History and Background: The annual budget is developed as a draft 18 months out and is revised and given final approval by the BOT at the fall meeting preceding the start of the year. The Annual Operating Plan (AOP) is approved by the Board at the same time. The budget and the AOP respond to ExCom and BOT priorities and program review, ongoing management/staff review of program and budget performance, and other strategic planning discussions. The revisions to the budgets described below are the results of the Society's program planning and budget review process.

Overview (\$ in thousands)	2018 Approved	2019 Final	2020 Planning
Total Income	\$13,287	13,627	13,627
Expense - Salary Benefits	6,069	6,219	6,219
Expense - Program	7,218	7,384	7,384
Total Expense	\$13,287	13,627	13,627
Increase in net assets	-	-	-

2018 Operational Update: Through August 31, 2018, the loss of \$1,912,249 exceeds the budgeted loss of \$1,852,106 by \$60,144. A significant portion of the Society's change in net assets each year (net income or loss) is derived from the annual meeting. ASLA follows the completed-show method of accounting, which requires it to defer both income- and expense-related items directly attributable to the annual meeting until its completion. The majority of expenses, such as salaries, are recorded equally each month, so it is usual for the change in net assets to be negative (net loss) until the meeting concludes in October.

Budget Revisions: The 2019 final budget reflects changes made to the 2018 approved budget presented to the Board during last year's fall meeting in Los Angeles. Management's changes are discussed below:

- Membership revenue increase of \$120,000, or approximately three percent.
- Additional revenue increases of \$220,000 in select areas such as advertising and the ASLA Conference on Landscape Architecture.
- Creation of a three percent salary pool of \$150,000 for merit increases.

- Set-aside \$24,000 to cover a three percent increase in health insurance premiums.
- An increase of \$96,000 in the Executive Office for outreach relating to ASLA's Smart Policies for a Changing Climate, creation of a Security Design Symposium, funding for Frameworks Phase II and Just registration.
- An increase of \$35,000 in Education and Marketing for the creation of a Firm Principal Symposium.
- In Membership, the budget provides an additional \$25,000 for a Chapter Leadership Summit.
- An increase of \$10,000 for PR and Communication to develop targeting messaging for members.

In 2010, the Executive Committee introduced the use of financial triggers. A financial trigger could only be executed to the extent net income for that year exceeds the approved amount. A financial trigger remains for the employee bonus pool estimated to be \$150,000 in 2018.

Financial Impact: Establishes an operating budget of \$13,627,000 for 2019.

Governing Rules/Procedures: ASLA Bylaws, Section 801: ...The Board of Trustees shall...adopt the annual operating plan and budget...

Action Requested: Review the 2019 final budget and 2020 planning budget.

Staff Contact: Michael O'Brien