### Agenda

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<td><strong>CLOSED SESSION:</strong> SITES Update</td>
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Minutes

1. Call to Order

President Zweifel called the meeting to order at 10:44 am on Friday, January 23, 2015.

2. Roll Call

Officers:  K. Richard Zweifel, FASLA _______ President
           Chad D. Danos, FASLA _______ President-Elect
           Mark A. Focht, FASLA _______ Immediate Past President
           Hunter L. Beckham, FASLA _______ Vice President, Professional Practice
           Thomas R. Doolittle, ASLA _______ Vice President, Government Affairs
           Pamela J. Linn, ASLA _______ Vice President, Communications
           Keith P. Wilson, ASLA _______ Vice President, Membership
           Jeffrey A. Townsend, ASLA _______ Vice President, Finance
           Kay Williams, FASLA _______ Vice President, Education

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

Staff:  Roxanne L. Blackwell _______ Director, Federal Government Affairs
           Kelli Bland _______ Manager, Meetings and Special Programs
           Susan Cahill-Aylward, Hon. ASLA _______ Managing Director, Information and Professional Practice
           Joyce E. DePass _______ Director, Meetings and Special Programs
           Barbara Drobins Fles _______ Director, Member and Chapter Services
           Susan Apollonio _______ Director, Education Programs
           Julia M. Lent, Hon. ASLA _______ Managing Director, Government Affairs
           Terence J. Poltrack _______ Director, Public Relations and Communications
           Jennifer Reut _______ Writer/Editor, Landscape Architecture Magazine
           Keith Swann _______ Special Assistant to the Executive Vice President

Guests:
           Jacinta McCann, FASLA _______ LAF Representative
           Shawn T. Kelly, FASLA _______ Candidate, 2015 President-Elect
           Vaughn B. Rinner, FASLA _______ Candidate, 2015 President-Elect
           Cameron R. Rodman, ASLA _______ ASLA Student Representative
3. Minutes of Previous Regular Meeting

IT WAS MOVED BY MR. DOOLITTLE AND SECONDED BY MR. WILSON TO APPROVE THE MINUTES OF THE DECEMBER 17, 2014, EXECUTIVE COMMITTEE CONFERENCE CALL. MOTION CARRIED UNANIMOUSLY WITH CORRECTIONS TO THE WORDING OF ITEM 6, PENULTIMATE SENTENCE TO READ “BECAUSE OF THE DIVISIVENESS OF CLIMATE CHANGE, THE ISSUE WILL NOT BE INCLUDED AMONG THE FEDERAL PRIORITIES.”

IT WAS MOVED BY MR. DOOLITTLE AND SECONDED BY MR. TOWNSEND TO APPROVE THE MINUTES OF THE JANUARY 8, 2015, EXECUTIVE COMMITTEE CONFERENCE CALL. MOTION CARRIED UNANIMOUSLY.

4. President’s Report

President Zweifel reviewed his activities since taking office in Denver, including the San Diego chapter awards jury, the Connecticut chapter professional awards, the ASLA staff planning meetings in December, a student jury panel at Cal Poly, the Presidents Council meeting in DC, and the upcoming New Jersey chapter annual meeting in Atlantic City.

5. 4th Quarter 2014 Program and Operations Report

EVP Somerville reported that headquarters is closing out 2014 finance and is already immersed in the 2015 cycle; keeping visibility high working with coalitions, federal agencies, etc. on advocacy, professional practice and government affairs are working together on programs to get our representatives out in front of the right audiences; finished the year with a highly successful annual meeting which hit wonderful records; hosted Chinese visitors from the State Department. Internally, management is changing performance appraisal system; using Baldrige to improve processes; progress discussions instead of appraisals; wellness continues to be important including in building renovation which will include not only LEED platinum but WELL building standards; improving cross department communication. Professional Practice Manager Steinberg gave an update on the Chinatown Green Streets project. Immediate Past President Focht gave a fundraising update for the building renovation.


VP Townsend and Treasurer O’Brien reported on the Society’s financial activities through November 30, 2014, and its cash and reserves as of January 15, 2015. Townsend and O’Brien explained that 2014 is not yet completed but revenue forecast is looking good. They reviewed expenses and cash reserves and noted that is is tracking consistently with the operating plan. The Finance committee is focused on the long-term goals and will hit the mark in 2020. The Finance committee is also focused on the building renovation and will monitor its finances.

7. LAF Report

LAF Representative McCann noted the important partnership between ASLA and LAF. She explained the mission of LAF is centered on building the capacity of the profession and building the next generation of leaders. She updated the committee on the scholarship award process for 2014 as well as landscape performance, which has been built out over the last four years. Landscape performance is the centerpiece of the knowledge area and research database the LAF has been building. The new website, with a separate url
contains an enormous amount of information and contains a number of tools and resources that are being used in university curriculum. LAF is getting ready for the organization’s 50 year anniversary in 2016.

8. PR and Communications Update

VP Linn and Director Poltrack summarized the 4th annual PR summit held in Tampa. They had an engaged, active group that represented 47 chapters. The group focused on training and media pitches, case studies of successful events, plans for world landscape architecture month, and administration of parking day, among other topics. Linn and Poltrack talked about the overlap between the PR committee and the summit group and would like to discuss further with the Executive Committee.

9. Emerging Professionals Discussion

The Executive Committee reviewed and discussed the current status of ASLA’s student and emerging professional members and the programs. VPs and staff began the conversation by reviewing current efforts within their department areas. The group opened up the floor to discussion and listed challenges and opportunities and then discussed possible solutions to the issue of engaging students and professionals. The lists will be distributed after the meeting and discussed further with the ExCom and with the BOT at midyear.

10. White House Council on Environmental Quality

Director Blackwell briefed the group on the council before leaving for the White House. The group debriefed upon their return to say the meeting was very productive. The council is looking for ways that ASLA can support implementation of the White House climate action plan. The biggest need now is research and metrics. Somerville brought up the 400 case studies in green infrastructure. CEQ has 25 cities looking to implement plan, still selecting those cities, and is open to suggestions.

11. CONFIDENTIAL: Sustainable Sites Initiative™ (SITES) Update

EVP Somerville held a closed session to provide a status report on SITES.

12. ExCom Performance (Baldrige/Strategic-Planning Initiative)

The committee reviewed the final amendments to the ExCom assessment mechanism drafted by the subcommittee on ExCom performance since the Denver meeting. The committee made final suggestions which will be incorporated into the midyear BOT survey. The ExCom signed the newly created commitment form for the first time.

13. Leadership Development

The committee discussed current and potential leadership development programs to enhance the effort. Director Drobins Fles summarized current efforts and the committee opened the floor to discussion on challenges and opportunities which will be shared with the committee and with the BOT for further discussion at midyear.

14. Other Business

Mr. Focht shared a New York Times article about Philadelphia with the committee. President Zweifel asked the committee to hold open two weekends, July 16-18 and July 23-25, for possible summer meeting dates, in California.
15. Time and Place of Next Meeting

The time and place of the next meeting will be April 22, 2015, in Washington, DC.

16. Adjourn

There being no further business, at 2:45 pm on Wednesday, January 24, 2015,

IT WAS MOVED BY MR. DOOLITTLE AND SECONDED BY MR. TOWNSEND TO ADJOURN. MOTION CARRIED UNANIMOUSLY.

Prepared by: Curtis A. Millay, Corporate Secretary

Approved:
<table>
<thead>
<tr>
<th>Agenda Item #2: Program and Operations Update</th>
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<tr>
<td><strong>Purpose:</strong> To provide updates on key program areas.</td>
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<tr>
<td><strong>History and Background:</strong> EVP Somerville et al will provide status reports on several program areas, including the Headquarters Renovation, the Chinatown Green Street Demonstration Project, and World Landscape Architecture Month.</td>
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<tr>
<td><strong>Governing Rules/Procedures:</strong> N/A</td>
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<td><strong>Action Requested:</strong> N/A</td>
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<td><strong>Staff Contact:</strong> Nancy Somerville</td>
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## Agenda Item #: 4 Emerging Professionals

### Purpose:
To discuss next steps regarding the ongoing discussions surrounding recruitment and engagement of emerging professionals.

### History and Background:
At its winter meeting, the Executive Committee discussed issues related to recruitment and engagement of emerging professionals, and developed a list of challenges and opportunities for further discussion and investigation (attached). The ExCom meeting notes have been shared with the Board and staff, and are being shared and discussed with committees. Next steps include further staff level discussions, identification of additional challenges and opportunities, and discussion with and feedback from the full Board at midyear.

### Governing Rules/Procedures:
N/A

### Action Requested:
N/A

### Staff Contact:
Nancy Somerville
Emerging Professionals

Challenges/Needs:

- Only 32% of students are ASLA members
- Shrinking applicant pool
- Confusion between membership in student chapter vs ASLA membership
- Lack of support of some academic leadership/program managers/faculty and the faculties’ lack of membership in ASLA
- Associate member precipitous decline
- Communicating the value of membership to that group
- Generational—need of membership?
- Lack of strong ASLA support in firm leadership?
- Membership value vs. benefits and sense of community/need of millennials
- What is valued in their social cultures? How do they do community? What would they benefit from?
- How ASLA uses technology and the way new generations gather info.
- Lack of academic membership
- ASLA is not hip
- Land8 is the alternative where controversies and conflicts can be raised, seed controversy in PPNs so people can feel comfortable voicing their opinions
- Thesis vs. antithesis
- Difficulty of engaging academics
- Landarchitects.com has grown exponentially over the last year; over 990,000 likes
- ASLA message needs focus and then hammer it until students get it
- Life-stage competition with other life priorities
- How many non-member students participate in ASLA events?
- Not continuity among national chapters, students; not focusing yet on the problem.
- Engagement of students and emerging professionals not a priority across ASLA.

Opportunities/Solutions:

- Students as officers of PPNs
- Student PPN
- PPNs reaching out to individual programs
- Add students reps to committees
- Increase opportunities for interaction between students and practitioners
- Partnership/relationship with Land8
- Ascendency of profession
- Associate with PARKing day
- Create continuity in the management of student chapters and chapters and national
- Collegial nature of profession
- Mentor match program – LA match.com
- Tie professional development to mentoring program
- Role for fellows in mentoring program
• Obligation of new fellows to record their story; Ted format, Fred format
• Engage/"hammer" chapter leadership
• Encourage chapters to form emerging professionals committees
• Marketing of student scholarships?
• Use LABash as a platform to explain ASLA chapter structure
• More innovative “booth” at LABash
• Ask to join Permaloc for LABash in sharing space?
• Ask CEO roundtable to engage emerging professionals
• Mixer at annual meeting to foster interaction among students/emerging professionals and seasoned practitioners
• Hold a student summit
• More outreach to firms
• Discontinue free first year
• Add permanent address for students; use parents address
• Alternate ways to connect to students; cell, texts
• Market COF scholarship opportunities
• Targeted value for emerging professionals
• LARE prep resources should be available to members only OR free to members and cost to nonmembers.
• Mentoring includes emerging professionals
• Charm the hell out of those 1-year memberships from student awards, annual meetings, etc.
• Create a compendium of sample questions
• Add non-removable logo to all ASLA free materials that print out
• Virtual portfolio reviews
• Mentor program, more diverse, younger
• Pre-LARE prep course; credit LARE prep info with ASLA logo
• Undergrad or grad awards submissions
• Leadership visits – more! Include publication, advocacy people; send leadership visit info. to university/department leadership.
• Emerging professionals for dummies documents
• How to replicate successful events, such as student chapter visit to Tennessee; use chapter annual meetings to educate about ASLA and engage EPs.
• How to provide speakers? How would it work? Right now one person, one funding
• ExCom should be trained as spokespeople
• Message consistently; uniform package, graphically; more creative and informative collateral materials; need money
• Lists of associate members to ExCom for periodical outreach.
• Targeted visually appealing communications for emerging professionals
• More interactive creative materials
• Emerging professional profiles; Dirt, Land, outside sources.
• Emerging professional on Board (associate member)
• Barb to send 1st and 2nd year lists to Kay, she will call to thank them for becoming a member.
• In Dirt interviews, maybe last question with big names is who is most inspiring emerging professional you’ve met recently, what are they doing?, etc…
• Promote to leadership of a work of EP Committee.
• Advice on starting a business
• A piece that highlights the emerging professionals committee
- Engage students/emerging professionals during committee call process
- Student chapter operations handbook
- Overlap ASLA resources.
### Agenda Item #6: CONFIDENTIAL -- Sustainable Sites Initiative™ Update

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**Purpose:** To update the Executive Committee on the status of the Sustainable Sites Initiative.

**History and Background:** The committee will convene in closed session to discuss the status of the Sustainable Sites Initiative.

**Governing Rules/Procedures:** N/A

**Action Requested:** N/A

**Staff Contact:** Nancy Somerville