## Agenda

1. Approval of Minutes (Zweifel/Millay)  
2. Program and Operations Report (Somerville et al)  
3. Finance and Investments Report (O'Brien/Townsend)  
4. Other Business

<table>
<thead>
<tr>
<th>Agenda Item</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approval of Minutes (Zweifel/Millay)</td>
<td>Action</td>
</tr>
<tr>
<td>Program and Operations Report (Somerville et al)</td>
<td>Information</td>
</tr>
<tr>
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<td>Information</td>
</tr>
<tr>
<td>Other Business</td>
<td>Information</td>
</tr>
</tbody>
</table>
### Agenda Item # 1: Minutes

<table>
<thead>
<tr>
<th><strong>Purpose:</strong></th>
<th>To review and approved minutes of the previous meetings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>History and Background:</strong></td>
<td>See attached.</td>
</tr>
</tbody>
</table>

**Governing Rules/Procedures:** Bylaw 1002. Robert’s Rules of Order shall govern the conduct of business at meetings of the Society, the Board of Trustees, and the Executive Committee of the Board of Trustees.

**Action Requested:** To approve minutes from previous meetings

**Staff Contact:** Curt Millay
Minutes

1. Call to Order

President Zweifel called the meeting to order at 9:07 am on Wednesday, April 22, 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

LAF Representative:
Jacinta McCann, FASLA_________ Immediate Past President, LAF

Staff:
Susan Apollonio___________ Director, Education Programs
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 Fles _________________ Director, Member and Chapter Services
Julia M. Lent, Hon. ASLA_______ Managing Director, Government Affairs
Bradford McKee____________ Writer/Editor, Landscape Architecture Magazine
Terence J. Poltrack__________ Director, Public Relations and Communications
Ron Sears _________________ Director, Stakeholder Relations and Resource Development
Keith Swann_______________ Special Assistant to the Executive Vice President

Guests:
Shawn T. Kelly, FASLA_______ Candidate, 2015 President-Elect
Vaughn B. Rinner, FASLA_______ Candidate, 2015 President-Elect
3. Minutes of Previous Regular Meeting

IT WAS MOVED BY MR. DOOLITTLE AND SECONDED BY MR. DANOS TO APPROVE THE MINUTES OF THE MARCH 18, 2015, EXECUTIVE COMMITTEE CONFERENCE CALL. MOTION CARRIED UNANIMOUSLY.

4. President’s Report

President Zweifel reviewed his leadership visits since December 2014 including the Connecticut Chapter Awards; Design Week 2015 at Cal Poly, SLO; the Presidents Council in DC; the New Jersey Chapter Annual Meeting; Cal Poly Student Chapter Presentation and Critiques; LABash; New York Chapter Annual Awards; the Nevada Chapter; and the APA annual meeting in Seattle. In addition, he highlighted the combined efforts of the executive committee which resulted in visits to 18 states, 12 chapter visits, 14 student chapter visits + LABash, and other collateral organizations and events.

5. 1st Quarter 2014 Program and Operations Report

EVP Somerville began with an update on the headquarters renovation; Secretary Millay presented the latest design concepts and Immediate Past President Focht gave a fundraising update. VP Townsend discussed the building investment and noted that, based on the class of office space, ASLA could recoup its investment as early as eight years after completion of construction. CFO O’Brien discussed the new estimates on the project based on the schematic development cost estimate and the recommendation for financing the approximately $6 million cost: $1.5 million in donations, operations to absorb $.5 million (non-capital costs such as swing space rental), and $4 million mortgage. Project operations will not change nor will the plans for contributing to the long-term reserve.

The committee discussed the cost estimate, including the contingency rate, as well as clarifying financial reporting related to the Center. It was noted that another cost estimate will be conducted after design development. It was agreed that the project should be referred to as the Center for Landscape Architecture rather than as the Headquarters renovation to more completely capture the significance of the project.

IT WAS MOVED BY MR. FOCHT AND SECONDED BY MR. TOWNSEND THAT THE BOARD OF TRUSTEES APPROVE AN INCREASE IN THE MAXIMUM MORTGAGE AMOUNT TO $4,000,000 AND AN INCREASE IN THE CONSTRUCTION LOAN AMOUNT TO $5,500,000 FOR THE CENTER FOR LANDSCAPE ARCHITECTURE. MOTION CARRIED UNANIMOUSLY.

6. Finance and Investments Report

VP Townsend presented highlights of 2014 finance and investment performance including: increase in net assets by $800,000; contribution of $200,000 from the short-term to the long-term reserve; the annual meeting in Denver was financially the second largest meeting in ASLA history with revenue of $4.2 million.

O’Brien summarized the charge of the audit committee and explained that Chair Mroz, ASLA, would present the audit report to the BOT tomorrow. He reviewed the audit statements and also discussed the audit requirement in the bylaws.

O’Brien explained that for the first quarter we are reporting a loss of approximately $200,000 which is line with the budget given that a significant portion of the Society’s net assets are from the annual meeting in November.
7. CLOSED SESSION: SITES™

The committee met in closed session for an update on the Sustainable Sites Initiative™.

8. Constitution and Bylaws Review

This year, in conjunction with strategic planning, the ASLA Constitution and Bylaws (C&B) are undergoing review. Somerville noted that a number of issues that have program and budget implications have already been identified for consideration and are included in the Board agenda for discussion. Issues identified for Board discussion are linked to strategic planning and would require approval of the Board, e.g., adding an associate and/or a public member to the Board; expanding use of the ASLA logo; lengthening the term and dues of associate membership; and changing trustee term lengths to promote leadership development.

Somerville presented several additional areas for Executive Committee input/consideration: clarifying chapter nomenclature and chapter use of the logo to reduce variations and promote brand identity; changing the term of the student representative to the Board to allow overlap with/mentoring of the student representative-elect; and distinguishing between governance-critical standing committees (Constitution and Bylaws, Finance and Investments, Audit, Nominating, Tellers, Ethics) and advisory and program support committees (e.g., Professional Practice Committee, Government Affairs Advisory Committee, Emerging Professionals Committee, etc.) and giving the Executive Committee the authority to approve/disband the latter.

Director Poltrack showed a presentation of current logos uses by national and by chapters to help clarify the upcoming discussion on logo use. He reviewed what is in the bylaws on logo use. Discussion ensued about the importance of aligning the organization visually. It was noted that the creation of the ASLA Center for Landscape Architecture is an appropriate time to rethink the ASLA logo and branding. Firm use of logos was discussed as an opportunity to grow membership.

ExCom members were asked to send comments on the Bylaws review to Secretary Millay. The Executive Committee will further discuss C&B issues at the summer meeting.

8. Public Relations Committee

VP Linn and Director Poltrack discussed the idea of sunsetting the Public Relations Advisory Committee and replacing it with the newly established PR Network. The advisory committee currently meets four to six times per year and is comprised of 15 volunteers. The PR Network, a 49-person committee comprised of chapter volunteers, is doing national ASLA’s work on a local level.

Discussion included: concern with the nomenclature and whether use of the term “network” may minimize the perception of importance to the national organization; and appointment or “blessing” of chapter appointments of members by the president. The discussion will continue at the summer ExCom meeting.

9. ASLA Participation in the Tree Fund

EVP Somerville, Director Cahill, and Manager Balon discussed a proposal to become a Silver Leaf sponsor to the Tree Fund. At the suggestion of James Urban, FASLA, ASLA has investigated a possible relationship with the TREE Fund. The Tree Research and Education Endowment Fund (TREE Fund) is a leading non-governmental source of funding for research in the field of arboriculture.
A $5,000 sponsorship would enable ASLA to help steer the organization and stay involved. We could look to members and PPN committees to target research needs from members. Also the Fund has programs for high school and undergraduate students and ASLA could grow relationships with those audiences.

10. ASLA Fund

Fund Director Focht called the meeting order. A quorum was present.

IT WAS MOVED BY MR. ZWEIFEL AND SECONDED BY MR. TOWNSEND TO APPROVE THE MINUTES OF THE PREVIOUS FUND MEETING. MOTION CARRIED UNANIMOUSLY.

Focht reviewed the Fund background and history and provided an update on the Chinatown Green Street Project including status of discovery and stakeholder engagement phases, funding status, the charrette in June for community stakeholders, and collaboration with the developers of 600 Mass Avenue across the street from ASLA.

IT WAS MOVED BY MR. DANOS AND SECONDED BY MR. ZWEIFEL TO ADJOURN THE MEETING OF THE FUND. MOTION CARRIED UNANIMOUSLY.

11. Nominating Committee Appointment

The Executive Committee appointed Christine Ten Eyck, FASLA, to the Nominating Committee for 2015-2017.

12. BOT Review and Preparation

The committee reviewed the upcoming BOT meeting agenda. VP Wilson and Director Fles reviewed the student and emerging professionals discussion materials. Zweifel and Somerville discussed the strategic planning breakout group.

13. Other Business

Chad Danos was the winner of the ExCom Weight Loss Challenge. He lost 32.5 pounds. The group collectively lost 75 pounds.

14. Time and Place of Next Meeting

Time and place of next meeting will be July 24-25, 2015, in Marina del Ray, California. Committee members should arrive in time for a 5:00pm reception on July 23rd. Committee members interested in going on a wine tour up the coast of central CA after the meeting were asked to let President Zweifel know.

There being no further business on Wednesday, April 22, at 1:57pm:

IT WAS MOVED BY MR. DOOLITTLE AND SECONDED BY MS. WILLIAMS TO ADJOURN THE MEETING. MOTION CARRIED UNANIMOUSLY

Prepared by: Curt Millay, ASLA, Secretary
Approved:
Agenda Item #2: Program and Operations Report

Purpose: To update the Executive Committee on key program activities.

Information

History and Background:

ASLA Center for Landscape Architecture. Staff and Gensler are completing work on new graphics and fundraising materials prior to launch of the second phase of the fundraising campaign. Priority targets include landscape architecture firms, past presidents, Fellows, emeritus members, product/service providers, and Board of Trustees alumni.

Chinatown Green Street Demonstration Project. Individual stakeholder meetings are continuing, along with preparations for a series of stakeholder/community meetings scheduled for June 9-11. A work session with Design Workshop and Gustafson Guthrie Nichols (landscape architects for the Gould/600 Mass project on Eye St.) is scheduled for Monday, May 18.

CLARB initiatives on welfare. President-Elect Danos and EVP Somerville are attending a stakeholder meeting at CLARB headquarters on Monday, May 18, to discuss CLARB’s initiatives related to regulating welfare and ASLA concerns. Representatives of CELA and LAF will also be in attendance.

2015 ASLA Annual Meeting & EXPO. Registration and housing for the ASLA 2015 Annual Meeting and EXPO, November 6-9 in Chicago, opened on May 11. All 365 annual meeting speakers have received their complimentary registrations and instructions on how to book housing this week. The hard-copy registration brochure also mailed the week of May 11.

Additional information on these items will be provided on the call.

Governing Rules/Procedures: N/A

Action Requested: N/A

Staff Contact: Nancy Somerville
# Agenda Item #3: Finance and Investments Report

**Purpose:** To report on the Society’s financial activities through April 30, 2015, and its cash and reserves as of May 14, 2015.

**Operations:** Currently, ASLA is reporting a loss of approximately $500,000, with revenues of $2.8 million and expenses of $3.3 million through the four months ended April 30, 2015. The loss is in line with the plan. The revenue falls short by $19,000 but is offset by an expense shortfall 19,000. Please note that it is normal for ASLA to report an operational loss for up to three quarters of each year depending on the closing date of the annual meeting. Program directors are actively monitoring budgets and expect to meet 2015 targets.

**Cash, Reserves, and Interest Rate Swap:**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Cash (operating fund)</td>
<td>$308,799</td>
</tr>
<tr>
<td>Short-term reserve (operating fund)</td>
<td>$700,012</td>
</tr>
<tr>
<td>Long-term reserve: Cash</td>
<td>$27,221</td>
</tr>
<tr>
<td>Equities (stocks)</td>
<td>$2,387,805</td>
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<tr>
<td>Fixed income (bonds)</td>
<td>$1,333,491</td>
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<tr>
<td>Total</td>
<td>$3,748,517</td>
</tr>
<tr>
<td>Money market at bank</td>
<td>$2,500,000</td>
</tr>
<tr>
<td>Center for Landscape Architecture</td>
<td>$267,869</td>
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ASLA has $119,197 in unrealized gains in the long-term reserve through May 14, 2015.

**Governing Rules/Procedures:** The Board of Trustees is charged with adopting the annual program and budget of the Society, in addition to monitoring performance.

**Action Requested:** n/a

**Staff Contact:** Michael O’Brien