# Agenda

1. Approval of Minutes (Zweifel/Millay) | Action
2. Program and Operations Report (Somerville et al) | Information
3. Finance and Investments Report (O’Brien/Townsend) | Information
4. Other Business | Information
<table>
<thead>
<tr>
<th>Agenda Item # 1: Minutes</th>
<th>Action</th>
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<tbody>
<tr>
<td><strong>Purpose:</strong> To review and approved minutes of the previous meetings</td>
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<tr>
<td><strong>History and Background:</strong> See attached.</td>
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<tr>
<td><strong>Governing Rules/Procedures:</strong> 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.</td>
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<td><strong>Action Requested:</strong> To approve minutes from previous meetings</td>
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<td><strong>Staff Contact:</strong> Curt Millay</td>
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Minutes

August 19, 2015, Executive Committee Conference Call
11:02am – 12:06 am, with all voting members present, except Mr. Wilson.

1. Approval of July 24-25 Summer Meeting Minutes
   IT WAS MOVED BY MR. DOOLITTLE AND SECONDED BY MR. TOWNSEND TO APPROVE THE
   MINUTES FROM THE PREVIOUS MEETING. MOTION CARRIED UNANIMOUSLY.

2. Program and Operations Update
   EVP Somerville and Secretary Millay discussed the upcoming furniture selection process for the
   Center for Landscape Architecture. Staff will tour the showrooms of three manufacturers with
   Gensler next week to begin looking at workstations. The DD cost update is being tabulated and will
   be ready in early September. Director Sears worked with Fundraising Chair Jim Burnett to solicit 25
   firms and will work on the next group of outreach, including convening the full Fundraising Task
   Force.

   EVP Somerville and Manager Steinberg are reaching out to District Department of the Environment
   (DDOE) and DC Water for meetings on the Green Street Demonstration project. Somerville plans to
   meet with the head of DC Water George Hawkins in San Francisco later this month. The team will
   hold a call this afternoon with potential Clinton Global Initiative partners, including ESRI, Trust for
   Public Land, and Penn State. Work continues on fast tracking the 600 Mass Ave. property. A call is
   scheduled with GGN, DW, and ASLA next week to address questions and logistics before making a
   final reach out to Gould.

   Director DePass provided an update on registration and ticket sales for the upcoming annual
   meeting. She reported that so far sales are the highest since 2007 with 2,952 registrants thus far.
   Revenue is strong, meeting 78% of registration and ticket goals. At this point we are $87,000 ahead
   of Denver, and $124,000 ahead of Boston, 12 weeks out. 77% of hotel room blocks are sold. 308
   students have registered.

3. Finance and Investments Report
   VP Townsend and CFO O’Brien reported on the Society’s financial activities through July 31, 2015,
   and summarized the Society’s cash and reserves through August 12, 2015. They reported all is
   tracking with the annual operating plan. Townsend reported that he and O’Brien are investigating
   bank loans for the Center, they are investigating three, two are emerging as better products. They
   are keeping the finance and investment committee abreast of the situation.

4. Student Chapter Petition
   The Ohio Chapter requested the establishment of a student chapter at Kent State University.

   IT WAS MOVED BY MR. FOCHT AND SECONDED BY MR. DANOS TO APPROVE THE STUDENT
   CHAPTER AT KENT STATE UNIVERSITY. MOTION CARRIED UNANIMOUSLY.
5. CONFIDENTIAL SESSION
   The committee held an executive session.

6. Other Business
   Secretary Millay reminded the committee to send in expenses from the summer meeting.

There being no further business at 12:06pm on Wednesday, August 19, the meeting adjourned.

Prepared by: Curt Millay
Date Approved:
### Agenda Item #2: Program and Operations Report

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

#### History and Background:

**ASLA Center for Landscape Architecture.** Staff and Gensler continue the selection process for workstations and ancillary furniture. Staff toured showrooms of three manufacturers last week and will go to Gensler’s office to review ancillary pieces next week. Outreach to 25 firms began a few weeks ago. Director Sears is following up on the initial requests. He is also holding a meeting of the full fundraising task force next week. Gensler met with staff yesterday to give them the revised DD cost update. We will discuss this during the ExCom call. Information will be sent in advance on Monday.

**Chinatown Green Street Demonstration Project.** Somerville, Millay, and Steinberg met via conference call with Esri and other potential partners for a Clinton Global Initiative commitment. Steinberg forwarded a draft commitment form to each of the participants to provide feedback. Steinberg and Millay held a call with Gustafson Guthrie Nichol and Design Workshop to finalize the approach to Gould about incorporating 600 Mass Ave into the Green Street project.

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 August 31, 2015, and its cash and reserves as of September 10, 2015.

**Operations:** Currently, ASLA is reporting a loss of $914,876, with revenues of $5.4 million and expenses of $6.3 million through the eight months ended August 31, 2015. The year-to-date loss is better than expected by $64,000, or just under seven percent. The revenue falls short by $12,000 but is offset by an expense shortfall $76,000. 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>Information</th>
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<tbody>
<tr>
<td>Cash (operating fund)</td>
<td>$281,383</td>
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<tr>
<td>Short-term reserve (operating fund)</td>
<td>$625,030</td>
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<tr>
<td>Long-term reserve: Cash</td>
<td>$37,628</td>
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<tr>
<td>Equities (stocks)</td>
<td>$2,177,072</td>
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<tr>
<td>Fixed income (bonds)</td>
<td>$1,331,643</td>
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<tr>
<td>Total</td>
<td>$3,546,343</td>
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<tr>
<td>Money market at bank (operating fund)</td>
<td>$3,301,588</td>
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<tr>
<td>Center for Landscape Architecture</td>
<td>$336,152</td>
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ASLA has $157,977 in unrealized losses, or four percent in the long-term reserve through September 10, 2015.

**Annual Meeting:** Registration for the annual meeting stands at 4,523, with revenues for registration and ticket sales at $1.2 million, representing 86 percent of the annual budget. EXPO revenue of $2.6 million continues at 102 percent of the budget.

**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