### Agenda

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Minutes

1. Call to Order

President Danos called the meeting to order at 1:19pm on Friday, July 22, 2016. All officers were present.

2. Roll Call

Officers:
Chad D. Danos, FASLA ___________ President
Vaughn B. Rinner, FASLA _________ President-Elect
K. Richard Zweifel, FASLA _________ Immediate Past President
Hunter L. Beckham, FASLA ________ Vice President, Professional Practice
David M. Cutter, ASLA ____________ Vice President, Education
Robin L. Gyorgyfalvy, FASLA _______ Vice President, Government Affairs
Michael S. Stanley, ASLA __________ Vice President, Communications
Jeffrey A. Townsend, FASLA ________ Vice President, Finance
Keith P. Wilson, ASLA _____________ Vice President, Membership

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

Staff:
Roxanne Blackwell, Hon. ASLA _____ Director, Federal Government Affairs
Julia M. Lent, Hon. ASLA _________ Managing Director, Member Services
Bradford McKee ___________________ Editor in Chief, Landscape Architecture Magazine
Terence J. Poltrack__________________ Director, Public Relations and Communications

Guests:
Greg Miller, ASLA_______________ 2016-17 President-Elect
Tom Mroz, ASLA_________________ Vice President-Elect, Finance
Vanessa Warren, ASLA ____________ Vice President-Elect, Membership
Wendy Miller, FASLA _____________ Vice President-Elect, Professional Practice

3. Minutes of Previous Regular Meeting

IT WAS MOVED BY MR. TOWNSEND AND SECONDED BY MR. ZWEIFEL TO APPROVE THE MINUTES OF THE JUNE 15, 2016, EXECUTIVE COMMITTEE MEETING. MOTION CARRIED UNANIMOUSLY.

4. President’s Report

President Danos reviewed his activities since the midyear meeting including the LAF Summit in Philadelphia and the CSLA in Winnipeg.
5. Program and Operations Report

EVP Somerville reviewed program and operations highlights in the 2nd quarter to include an update on the ASLA Center. The project is on budget at this point and probably faces delays due to unforeseen structural issues which are being resolved. She showed images of the building construction over the last few months and discussed successful negotiations with the bank for the construction loans, the upcoming WELL panel, and a construction tour for the National Building Museum. She explained that the Chinatown Green Street project is in design development. Director Sears is working on raising money to match the EPA Clean Water revolving funds awarded to the project. Additionally, ASLA has been called in by the Mayor’s office and the neighboring business improvement districts to help activate Chinatown Park at 6th and Massachusetts Avenue.

Director Blackwell provided updates on licensure as well as an upcoming meeting requested by Senator Sanders’ office to discuss a possible transportation bill. Director Poltrack reported that the July Diversity Summit was successful with many inspirational stories and takeaways including many national committee appointments for 2017.

VP Wilson and Director Lent explained that emerging professionals continue to be a focus for membership. Both the student advisory and associate advisory committees were appointed during President-Elect Rinner’s visit to headquarters earlier this week.

The annual meeting registration and EXPO sales are good. The SITES AP exam will be given this fall at the annual meeting. A group of staff members are preparing study webinars based on the reference guide for our members.

Robin Gyorgyfalvy was sworn in as vice president of government affairs.

6. Finance

VP Townsend and CFO O’Brien provided the finance and investment report. As of June, expenses were less than planned and ASLA is performing $106,000 ahead of plan. The reformatting in the finance report is based on suggestions from the audit report from earlier this year. Equities have improved and the market has been good. A total of $651,000 has been received for the ASLA Center. All liquid assets total $8.9 million.

7. Federal Legislative Agenda

VP Gyorgyfalvy and Director Blackwell provided the history and process for establishing federal legislative priorities. A total of 896 members responded to the federal and state priorities survey. Based on survey results, the Government Affairs Advisory Committee (GAAC) recommends the issues should be transportation, water and storm water, parks and recreation, and should be reframed as Community Infrastructure and Development. GAAC recommends not including small business in the federal legislative agenda due to the low level of member interest in this area. Pursuing legislation on STEM is also not recommended at this time. ASLA currently has an application pending before Homeland Security to list the profession as a STEM discipline; Government Affairs recommends holding off on legislation so as not do anything that could jeopardize the application.

8. Climate Change and Resilience

The Executive Committee reviewed the Midyear 2016 Board discussion group notes, a summary of current ASLA programs and projects related to climate and resilience, and the 2008 ASLA Statement on Climate
Change. The committee discussed and provided input on possible ASLA programs and initiatives related to climate change and resilience including creating a task force and using the ASLA Center as a forum. The suggestions will be presented to the Board at the annual meeting in New Orleans.

9. SWOT Assessment

President-Elect Rinner led a discussion to review and update the SWOT (Strengths, Weaknesses, Opportunities, Threats) assessment and identify implications for program planning. The committee confirmed the top five issues under each heading, reviewed the actions taken/needed for consensus on both continuing direction and proposed additions, and identified areas where the ExCom wanted to see additional action/focus.

10. Annual Operating Plan

EVP Somerville provided a summary of significant program changes/additions under consideration for inclusion in the 2017 Annual Operating Plan. Operational expense focuses include the ASLA Center programming, a full-time position on career discovery, the Chinatown Green Street, a Baldrige national application, and a 3 percent increase in the salary pool. Capital expenses include iMIS updates, website development, LA CES, and rebranding.

11. Administrative Policy Review

The Executive Committee reviewed revisions to the Antitrust and Restraint of Trade Policy, Confidentiality Policy, Conflict of Interest Policy, Document Retention Policy, Joint Ventures Policy, and Whistleblower Policy.

IT WAS MOVED BY MR. WILSON AND SECONDED BY MR. CUTTER TO APPROVE THE REVISIONS FOR CONSIDERATION BY THE BOARD AT ITS ANNUAL MEETING. MOTION CARRIED UNANIMOUSLY.

12. Are We Making Progress Survey Results

The committee reviewed and discussed the results of the 2016 “Are We Making Progress” survey. Senior staff discussed key themes and trends compared to previous years’ surveys.

13. Board and Executive Committee Performance

EVP Somerville reviewed Board and Executive Committee performance initiatives to date. The committee reviewed and provided input on a list of knowledge, skills, and abilities needed by the trustees that was developed by the Board Performance Task Force. A survey will be sent to the Board this summer for their input.

14. Public Relations Committee Review

The Executive Committee considered replacing the PR and Communications Advisory Committee with a new advisory coalition of all 49 chapters and national staff, with 2017 as a transitional year and sunset of the committee effective 2018.

IT WAS MOVED BY MR. TOWNSEND AND SECONDED BY MR. BECKHAM TO APPROVE THE 2017 TRANSITION PLAN AS IDENTIFIED. MOTION CARRIED UNANIMOUSLY.

15. Other Business

Discussion included the BOT summer webinar and honorary member nominations.
16. Time and Place of Next Meeting

The next regular meeting of the ASLA Executive Committee will be held on October 19, 2016, in New Orleans, LA.

17. Adjourn

There being no further business, at 3:38 pm on Saturday, July 23, 2016,

IT WAS MOVED BY MR. ZWEIFEL AND SECONDED BY MR. BECKHAM TO ADJOURN. MOTION CARRIED UNANIMOUSLY.

Prepared by: Curtis A. Millay, Corporate Secretary

Approved:
### Agenda Item #2: Program and Operations Report

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

**History and Background**:

**ASLA Center for Landscape Architecture**: Status highlights include work to correct the structural deficiencies identified by Silman; start of the stair and surrounding CMU wall demolition; and submission of the ASLA Center LEED scorecard at Platinum level for GBCI review. Fundraising is at 70 percent of goal.

**Chinatown Green Street Demonstration Project**: Design development for the Green Street Project is ongoing, as is fundraising. Concept designs for Chinatown and Milian Park were shared with key stakeholders and next steps identified to move reconstruction of the two bowtie parks forward. Multiple levels of review and an Environmental Impact Assessment will be required given the significant redesign.

**New Orleans Annual Meeting**: Preparations for the annual meeting are in full swing. Registration is pacing close to last year’s numbers with 2,899 registered to date; 317 tickets sold for the Council of Fellows Investiture Dinner; and seven of the 15 field sessions are sold out. Collected revenues account for more than 71 percent of the goal.

**SITES® AP Exam Preparation Webinars**: Staff are continuing work on a series of exam preparation webinars to be offered in September. Sign-ups are already in process for the SITES AP exam administration that will be held on Tuesday, October 25, following the annual meeting.

**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 July 31, 2016, and its cash and reserves as of August 12, 2016.

**Operations:** Currently, ASLA is reporting a loss of $1,011,393 with revenues of $4.8 million and expenses of $5.8 million through the seven months ended July 31, 2016. The revenue falls short by $16,253 but is offset by an expense shortfall of $31,457. The year-to-date loss improves on the budget by $15,204. 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.

**Cash and Reserves:**

<table>
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<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Cash (operating fund)</td>
<td>$660,069</td>
</tr>
<tr>
<td>Short-term reserve (operating fund)</td>
<td>$550,109</td>
</tr>
<tr>
<td>Long-term reserve: Cash</td>
<td>$55,717</td>
</tr>
<tr>
<td>Equities (stocks)</td>
<td>$2,491,988</td>
</tr>
<tr>
<td>Fixed income (bonds)</td>
<td>$1,354,465</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$3,902,170</strong></td>
</tr>
<tr>
<td>Money market at bank (operating fund)</td>
<td>$2,801,979</td>
</tr>
<tr>
<td>Center for Landscape Architecture</td>
<td>$661,364</td>
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ASLA has $239,796 in unrealized gains, or seven percent in the long-term reserve through August 12, 2016.

**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
# Agenda Item #4: Administration Policy Review – LAAB Policy

**Purpose**: To review and update the ASLA administrative policy on the Landscape Architectural Accreditation Board (LAAB).

**History and Background**: As a best management practice, ASLA will review its core governance documents, including administrative policies, every five years. At its summer meeting, the Executive Committee reviewed and approved six policies: Antitrust and Restraint of Trade; Confidentiality; Conflict of Interest; Document Retention; Joint Ventures; and Whistleblower.

The attached policy, Landscape Architecture Accreditation Board, has been revised and updated by management and the LAAB, and is presented for approval by the Executive Committee.

The schedule calls for completion of review and ExCom approval of all policies in time for Board consideration and action at the Annual Meeting in New Orleans.

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

**Action Requested**: N/A

**Staff Contact**: Nancy Somerville
Landscape Architectural Accreditation Board

Purpose

The purpose of this policy shall be to affirm the American Society of Landscape Architects’ (ASLA) commitment to and define its in-kind support for the Landscape Architectural Accreditation Board (LAAB) as an autonomous working group with responsibility to act in matters concerning accreditation of professional landscape architecture degree programs.

Commitment

ASLA has supported accreditation since the 1920s and will continue its commitment to the viability of LAAB for as long as such support is considered beneficial to the advancement of the profession of landscape architecture.

Decision-making authority in all matters concerning accreditation shall rest solely with LAAB. This authority shall include determination of accreditation policies and procedures, establishment of accreditation fees, and allocation of those funds to achieve its mission. ASLA will exert no influence over such decisions beyond that expressed by its one vote on the accreditation board.

In the best interests of its long-term health and stability, ASLA will expect LAAB’s decisions to be fiscally responsible and generally follow ASLA management guidelines. ASLA will provide LAAB with a minimum of three (3) years’ notice of any reduction in the amount of support provided.

In-kind Support

ASLA will provide staffing support and overhead for the administration of LAAB’s affairs. Such support will include but not be limited to: program management, accounting, meeting planning, and library/information resources, computer/technical support, reception, and mailroom services; and office space, general office supplies, Internet/web access, equipment, furniture, and fixtures. In addition, LAAB members and volunteers will be covered by applicable appropriate ASLA insurance policies appropriate to the mission and operations of LAAB.

ASLA Administrative Policy: 2005-2016