ASLA Executive Committee Conference Call
Wednesday, November 16, 2016
11:00am EDT/8:00am PDT

Officers:
Vaughn B. Rinner, FASLA __________ President
Gregory Miller, FASLA ____________ President-Elect
Chad D. Danos, FASLA ____________ Immediate Past President
Wendy Miller, 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
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, CPA __________ Treasurer

Non-voting Member:
Kona Gray, ASLA ____________ LAF Representative

Agenda

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Approval of Minutes (Rinner/Millay)</td>
<td>Action</td>
</tr>
<tr>
<td>2.</td>
<td>Program and Operations Report (Somerville et al)</td>
<td>Information</td>
</tr>
<tr>
<td>3.</td>
<td>Finance and Investments Report (Mroz/O’Brien)</td>
<td>Information</td>
</tr>
<tr>
<td>4.</td>
<td>Committee Chair and Full Committee Orientation (Millay)</td>
<td>Information</td>
</tr>
<tr>
<td>5.</td>
<td>Annual Meeting Debriefing (DePass/Apollonio)</td>
<td>Information</td>
</tr>
<tr>
<td>6.</td>
<td>Other Business</td>
<td>Information</td>
</tr>
</tbody>
</table>
Minutes

1. Call to Order

President Danos called the meeting to order at 9:00am on Wednesday, October 19, 2016.

2. Roll Call

All officers were present except for Mr. Dawson.

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
Michael S. Stanley, ASLA ____________ Vice President, Communications
Robin L. Gyorgyfalvy, FASLA ____________ Vice President, Government Affairs
Keith P. Wilson, ASLA ____________ Vice President, Membership
Jeffrey A. Townsend, FASLA ____________ Vice President, Finance

Nancy C. Somerville, Hon. ASLA ____________ Executive Vice President
Curtis A. Millay, ASLA ____________ Secretary
Michael D. O’Brien, CPA ____________ Treasurer
Kay Williams, FASLA ____________ Parliamentarian

Non-voting Members:
Mark O. Dawson, FASLA ____________ LAF Representative

Staff: Susan Apollonio ____________ Director, Education Programs
Roxanne L. Blackwell, Hon. ASLA ____________ Director, Federal Government Affairs
Kelli Bland ____________ Manager, Meetings and Special Programs
Joyce E. DePass ____________ Director, Meetings and Special Programs
Elizabeth Hebron ____________ Director, State Government Affairs
Julia M. Lent, Hon. ASLA ____________ Managing Director, Member and Chapter Services
Bradford McKee ____________ Editor in Chief, Landscape Architecture Magazine
Terence J. Poltrack ____________ Director, Public Relations and Communications
Ron Sears ____________ Director, Resource Development
Keith Swann ____________ Special Assistant to the Executive Vice President

Guests: Gregory A. Miller, ASLA ____________ President-Elect Designate
Wendy Miller, FASLA ____________ VP Elect, Professional Practice
3. Minutes of Previous Regular Meeting

IT WAS MOVED BY MR. ZWEIFEL AND SECONDED BY MR. STANLEY TO APPROVE THE MINUTES OF THE SEPTEMBER 20, 2016, EXECUTIVE COMMITTEE CONFERENCE CALL. MOTION CARRIED UNANIMOUSLY.

4. President’s Report

President Danos reported on his leadership activities since the summer meeting.

5. Program and Operations Report

EVP Somerville provided updates on federal and state advocacy, public awareness, professional practice, and the ASLA Center for Landscape Architecture.

6. HR Briefing

The Executive Committee held a closed session for a briefing on Human Resources.

7. Finance Update

VP Townsend reported on financial activities through September 30, 2016, and its cash and reserves as of October 11, 2016. Revenue exceeds budget by $75,000 and expenses are below budget by $218,000. The annual meeting registration is 107 percent of goal and the EXPO at 98 percent of goal.

8. Chapter Model Constitution and Bylaws

Parliamentarian Williams and Secretary Millay presented recommendations by the Constitution and Bylaws Committee for revisions to the Chapter Model Constitution and Bylaws.

IT WAS MOVED BY MR. WILSON AND SECONDED BY MR. CUTTER TO APPROVE THE REVISED CHAPTER MODEL CONSTITUTION AND BYLAWS. MOTION CARRIED UNANIMOUSLY.

9. LAF Report

LAF Representative Dawson gave an update on the Landscape Architecture Foundation’s fundraising campaign, follow-up from the LAF summit, and other initiatives.

10. BOT Agenda Review

VP Gyorgyfalvy and Director Blackwell reviewed the topics and discussion questions for the Federal Legislative Agenda and ASLA Statement on Climate Change breakout groups for the annual board meeting.
11. ASLA Fund

Chair Zweifel called the Fund meeting to order at 1:30pm and provided a report on Fund activities since the midyear meeting.

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

IT WAS MOVED BY MR. TOWNSEND AND SECONDED BY MR. DANOS TO APPROVE 2017 ASLA FUND BOARD OF DIRECTORS. MOTION CARRIED UNANIMOUSLY.

12. Selection of VP for EVP Review

The Executive Committee was tasked with selecting a second-term vice president to serve on the EVP review subcommittee. VP Education Cutter was selected by a ballot vote.

13. Acknowledgements and Recognitions

Departing officers Zweifel, Danos, Beckham, Townsend, and Wilson all made parting remarks.

14. Other Business

Committee chair orientation is scheduled for November and will be led by returning vice presidents.

There being no further business at 3:30 pm on Wednesday, October 19, 2016, the meeting adjourned.

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

<table>
<thead>
<tr>
<th>Purpose:</th>
<th>To update the Executive Committee on key program activities.</th>
</tr>
</thead>
<tbody>
<tr>
<td>History and Background:</td>
<td></td>
</tr>
<tr>
<td>ASLA Center for Landscape Architecture. The design and construction team are continuing work toward the revised (December 23) completion date. Status highlights include installation of the rear fire stair and the front stair down into the garden. Weekly calls are supplementing the biweekly design and construction team meetings to ensure focus on critical path issues. A late-breaking additional request from the Chinatown Review Board is close to being resolved.</td>
<td></td>
</tr>
<tr>
<td>Rebranding Initiative. A webinar with the full rebranding task force will be held the week of December 5 with Poulin+Morris to kick off the rebranding effort, to be followed by a staff meeting with the P+M team to review the package of materials requested by the firm as an audit. P+M has submitted a draft timeline that details the steps through completion the first week of July. Joining the task force are our new student and emerging profession representatives on the BOT, Joni Emmons, Student ASLA, and Carlos Flores, Associate ASLA, respectively.</td>
<td></td>
</tr>
</tbody>
</table>

| Governing Rules/Procedures: N/A |
| Action Requested: N/A |
| Staff Contact: Nancy Somerville et al |
### Agenda Item #3: Finance and Investments Report

**Purpose:** To report on the Society’s financial activities through October 31, 2016, and its cash and reserves as of November 10, 2016.

**Operations:** Currently, ASLA is reporting a profit of $1 million with revenues of $11.2 million and expenses of $10.2 million through the ten months ended October 31, 2016. The year-to-date profit is better than the budget by $506,000. Please note that the financials include large accruals (estimates) for the annual meeting but do not include investment results, or the two financial triggers. The revenue exceeds budget by $288,558 and the expense is below budget by $217,429.

**Cash and Reserves:**

<table>
<thead>
<tr>
<th></th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash (operating fund)</td>
<td>$1,194,573</td>
</tr>
<tr>
<td>Short-term reserve (operating fund)</td>
<td>$550,119</td>
</tr>
<tr>
<td>Long-term reserve: Cash</td>
<td>$48,007</td>
</tr>
<tr>
<td>Equities (stocks)</td>
<td>$2,561,149</td>
</tr>
<tr>
<td>Fixed income (bonds)</td>
<td>$1,265,724</td>
</tr>
<tr>
<td>Total</td>
<td>$3,874,881</td>
</tr>
<tr>
<td>Money market at bank (operating fund)</td>
<td>$3,001,878</td>
</tr>
<tr>
<td>Center for Landscape Architecture</td>
<td>$654,784</td>
</tr>
</tbody>
</table>

ASLA has $212,507 in unrealized gains, or six percent in the long-term reserve through November 10, 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: Committee Chair and Full Committee Orientation**

| Purpose: | To brief the Executive Committee on the procedures for committee chair orientation |
| History and Background: | As a best management practice, all committee chairs are provided an orientation each year on ASLA governance procedures and guidelines as well as national policies with a particular emphasis on Antitrust and Restraint of Trade. Following the orientation, the chair is responsible for relaying the information to members of their respective committees. The committee chair orientation is scheduled for Tuesday, November 29, at 3:00pm Eastern. Chairs should follow up with committee member orientations in a timely manner following that. |
| Governing Rules/Procedures: | N/A |
| Action Requested: | Information |
| Staff Contact: | Curt Millay |
Agenda Item #5: 2016 Annual Meeting Debriefing and Discussion of 2020 and 2021 Annual Meeting Timing and Location Options

**Purpose:** To debrief the Executive Committee on the annual meeting.

**History and Background:**

**2016 Annual Meeting Debriefing**

The ASLA 2016 Annual Meeting and EXPO in New Orleans attracted 5,553 registrants, featured 356 exhibit booths representing 344 companies, and totaled revenues of $4.3 million, close to one-third of the Society’s total annual budget. Feedback on the meeting location, content, special events, and organization have been extremely favorable.

The meeting featured 119 education sessions, 15 field sessions, four workshops, two general sessions, and featured over 400 speakers. Early feedback about the education program is overwhelmingly positive.

Both of the general sessions will be made available on asla.org in the coming weeks.

Post meeting wrap is well underway. Education staff are reporting all of the continuing education attendance records to the various credentialing systems, attendees are being encouraged to complete education session evaluations, and the speaker survey has been deployed. Staff anticipate having complete session evaluation data and speaker survey results by late November. Session evaluation data will be shared with speakers and it will be used to inform the planning processes for 2017 annual meeting education program.

Analytics from the new meeting mobile app, which was well received, provide a glimpse of the most popular sessions. The top 10 most viewed sessions were:

<table>
<thead>
<tr>
<th>Session</th>
<th>#Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUN-B04: Nature and Cities: The Ecological Imperative</td>
<td>2651</td>
</tr>
<tr>
<td>SUN-A02: Elevating Experience: Methods in Artistic Practice</td>
<td>2141</td>
</tr>
<tr>
<td>SAT-B06: Transforming the Public Realm: A Revolution in Planting Design</td>
<td>1979</td>
</tr>
<tr>
<td>SAT-A02: Downtown REDUX: Revitalizing the City Center for the 21st Century</td>
<td>1900</td>
</tr>
<tr>
<td>FRI-C06: Down and Dirty: Planting's Hard Truths and Lessons Learned</td>
<td>1870</td>
</tr>
<tr>
<td>FRI-B02: DESIGN DRAWING: Winning Graphics That Merge High Technology with Hand Drawing</td>
<td>1801</td>
</tr>
<tr>
<td>FRI-C01: Designing and Sculpting Water: A Surprising and Unsettling Challenge</td>
<td>1785</td>
</tr>
<tr>
<td>FRI-A01: Rain and Stormwater Harvesting: Sustainable, De-centralized Water Infrastructure</td>
<td>1760</td>
</tr>
<tr>
<td>FRI-B04: Water Urbanism: Water as a Driver of Urban Design and Landscape</td>
<td>1693</td>
</tr>
</tbody>
</table>
Here is a closer look at how the 4,139 mobile app users took advantage of the app:

Staff met with Experient, the mobile app provider, to assess the effectiveness of the app and discussed additional functionalities for 2017. Experient is also ASLA’s registration, housing, session tracking, and lead retrieval provider so process integration greatly improves opportunities for expansion.

There were several new and continued initiatives devoted to driving traffic to the EXPO this year. Staff will use the data gathered from both the exhibitor and attendee surveys to assess and inform next steps for each in 2017:

- **PPN LIVE** featured both traditional PPN meeting rooms as well as an open live main stage; a PPN networking lounge; and PPN show floor tours designed to highlight PPN topic areas. The PPN Reception was moved to Sunday afternoon on the EXPO floor and was complimentary for all registered annual meeting attendees, with a complimentary beverage.

- **Close to 500** attendees visited the new Professional Portrait Lounge to have their make-up done and portraits taken by professional make-up artists and photographers. Each walked away with a complimentary 6x8” print and a free electronic version of their image to use however they like for their resumes, brochures, social media, professional portfolios, and more.

- **The new Best in Show Contest** gave attendees the opportunity to vote for their favorite exhibitors using the “Like” feature on the mobile app to win great prizes. The favorite exhibitors received bragging rights.

- **After receiving positive feedback in 2015,** the Alumni Tailgate was again held on the EXPO floor. Thirty-nine schools participated. To encourage engagement onsite, prizes were offered for best
school spirit/decorated space. First place received 15 complimentary student registrations to the 2017 annual meeting and was awarded to the University of Wisconsin. Second placed received 10 complimentary student registrations and was awarded to the Texas A&M University, and third place received 5 complimentary registrations and this was awarded to the University of Kentucky.

The meetings team is currently implementing debriefing meetings internally with each staff department and externally with each major annual meeting vendor.

### 2020 and 2021 Annual Meeting Locations

Staff will present options for 2020 and 2021 annual meeting dates and locations for Executive Committee input.

### Governing Rules/Procedures: N/A

### Action Requested: Provide input on 2020 and 2021 annual meeting locations.

### Staff Contact: Joyce DePass, Susan Apollonio, Michael O'Brien