Agenda

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

Guests:
- Shawn Kelly, FASLA  President-Elect Designate
- Haley Blakeman, ASLA  Vice President-Elect, Communications
- Lake Douglas, FASLA  Vice President-Elect, Education
- Eugenia Martin, FASLA  Vice President-Elect, Government Affairs

<table>
<thead>
<tr>
<th>Agenda</th>
<th>Action</th>
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<tbody>
<tr>
<td>1. Approval of Minutes (Rinner/Millay)</td>
<td>Action</td>
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<tr>
<td>2. Program and Operations Report (Somerville et al)</td>
<td>Information</td>
</tr>
<tr>
<td>3. Finance and Investments Report (Mroz/O’Brien)</td>
<td>Information</td>
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<tr>
<td>4. Other Business</td>
<td>Information</td>
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</tbody>
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Minutes

1. Call to Order

President Rinner called the meeting to order at 1:04pm on Friday, July 21, 2017.

2. Roll Call

All officers were present.

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

Staff:
Susan Apollonio _________________ Director, Education Programs
Elizabeth Hebron _________________ Director, State Government Affairs
Julia M. Lent, Hon. ASLA __________ Managing Director, Member Services
Terence J. Poltrack ________________ Director, Public Relations and Communications

Guests:
Shawn Kelly, FASLA ____________ President-Elect Designate
Haley Blakeman, ASLA ___________ Vice President-Elect, Communications
Lake Douglas, FASLA _____________ Vice President-Elect, Education
Eugenia Martin, FASLA ___________ Vice President-Elect, Government Affairs
3. Minutes of Previous Regular Meeting

IT WAS MOVED BY MR. DANOS AND SECONDED BY MS. WARREN TO APPROVE THE MINUTES OF THE JUNE 21, 2017, EXECUTIVE COMMITTEE CONFERENCE CALL. MOTION CARRIED UNANIMOUSLY.

4. Presidents Report

President Rinner updated the committee on her activities since the spring meeting to include attendance at the APA annual meeting in New York City; the University of Illinois commencement; ASLA Center opening events; CELA annual meeting in Beijing; Southeast Regional ASLA Conference, Charlotte; Maryland Chapter annual meeting, Baltimore; and the Florida Chapter annual meeting in Boca Raton.

5. Program and Operations Report

EVP Somerville provided program and operations highlights including the continuing development and use of the department scorecard. Director Lent gave a presentation on membership trends and Director Hebron provided key updates on government affairs including a joint advocacy summit with CLARB for 2018, the FTC roundtable looking at licensure mobility issues, and the upcoming ASLA advocacy summit in Milwaukee. Somerville discussed plans and preparations for the upcoming Blue Ribbon Climate Change and Resilience panel to be held in September at the ASLA Center. She also discussed the many events hosted at the Center since its opening in May.

6. Finance Update

VP Mroz and Treasurer O’Brien reported on financial activities through June 30, 2017. VP Mroz noted that expenses are below budget and revenues are below budget but the year-to-date loss improves on the budget by $108,853. ASLA has an unrealized gain of seven percent in the long-term reserve. Directors are in the process of mid-year budget reviews with O’Brien.

7. Diversity

VP Cutter and Director Apollonio shared the report on the results of the Diversity SuperSummit and provided an update on the Career Discovery and Diversity program work plan.

8. Rebranding Update

Herter Design Group held a videoconference with the Executive Committee to bring them up to date and get feedback on the latest rebranding efforts.

9. International Student Membership

VP Warren and Director Lent continued the discussion of adding an international student member category.

IT WAS MOVED BY MR. DANOS AND SECONDED BY MS. GYORGYFALVY TO DIRECT THE CONSTITUTION AND BYLAWS TO DEVELOP LANGUAGE TO ADD AN INTERNATIONAL STUDENT MEMBER CATEGORY FOR STUDENTS STUDYING LANDSCAPE ARCHITECTURE
OUTSIDE THE UNITED STATES, WHICH LANGUAGE TO BE AVAILABLE IN TIME FOR ACTION BY THE BOARD AT THE FALL MEETING. MOTION CARRIED UNANIMOUSLY.

10. SWOT Assessment

President-Elect Miller 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.

11. Annual Operating Plan

EVP Somerville provided a summary of significant program changes/additions under consideration for inclusion in the 2018 Annual Operating Plan. Program changes/enhancements include addition of a staff position to support government affairs; increase in the state advocacy grant pool; publication and promotion of Blue Ribbon Panel on Climate Change and Resilience report; development of career discovery resources; participation in the JUST program; implementation of business continuity and cyber security improvements; restoration of the remaining half of the staff 401 (k) trigger; and LA CES database upgrade.

12. LAF Update

Mr. Gray provided an update on the LAF’s priorities for 2017 to include the landscape declaration, strategic planning, diversity, scholars program, education sessions, scholarships, and an office move.

13. Financial Planning

VP Mroz and Treasurer O’Brien provided a training module to the ExCom on the ASLA financial reporting process and its financial statements.

14. Board and ExCom Performance

Secretary Millay discussed performance initiatives to date and reviewed results of performance assessments from the Board, ExCom, and senior staff following the spring meeting. The group also reviewed knowledge, skills, and abilities for officers in preparation for a survey to help establish training priorities for the ExCom.

15. Strategic Objectives Review

As part of the three-year strategic objective cycle, the ExCom was asked to review and provide direction on the Society’s strategic objectives. Input was provided by the Board at the spring meeting and by senior staff post-spring meeting. Staff will prepare revisions for the ExCom to act on later in the summer and final recommendations will be presented to the Board at the fall meeting.

16. Other Business

Discussions included the BOT summer webinar on August 17, the committee chair orientation call in November, and the Outstanding Service Award nominations.
17. **Time and Place of Next Meeting**

   The next meeting will be in Los Angeles, October 18, 2017.

There being no further business at 5:00pm on Saturday, July 22, 2017, 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>
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<tbody>
<tr>
<td>History and Background:</td>
<td>Chinatown Green Street Demonstration Project Task Force design kick-off. Design development for the Chinatown Green Street Demonstration Project kicked off with two days of meetings at the ASLA Center this week. Members of the core design team as well as task force members and community stakeholders met to review the vision, goals, and timeline for the project.</td>
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<td></td>
<td>Rebranding update. Herter Design Group’s responses to feedback from the Executive Committee on the proposed mark will be explored with the task force in a webinar Wednesday afternoon. Members received an advance of the presentation to ground them in the discussion.</td>
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<td></td>
<td>LAAB update. The Landscape Architectural Accreditation Board (LAAB) met on July 20-21, 2017, at the ASLA Center for Landscape Architecture. In addition to reviewing renewal of accreditation actions for 13 programs and an initial accreditation action for one program, LAAB continued to work on its board policies and procedures. LAAB Chair Ned Crankshaw, ASLA, and Accreditation and Education Programs Manager Kristopher Pritchard briefed the board on their visit to the Academy of Art University (AAU) in San Francisco, which focused on AAU’s online landscape architecture program. Additionally, Leah Matthews, Executive Director at Distance Education Accreditation Commission, presented to LAAB about accrediting online programs. The board is working to develop accreditation standards and launch a pilot program to accredit online landscape architecture programs over the next two years.</td>
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<td>Annual meeting update. With 12 weeks to go before the ASLA 2017 Annual Meeting and EXPO in Los Angeles, registration and ticket revenues continue to outpace previous meetings, now at more than 68 percent of the revenue goal and 98 percent of the ASLA EXPO budget. Eight of the 10 official meeting hotels have sold out and the ASLA housing bureau is working to secure additional discounted hotels to meet demand. Plans are well underway for what is expected to be one of the most attended meetings in ASLA annual meeting history. The next registration deadline is Friday, September 15.</td>
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**Governing Rules/Procedures:** N/A

**Action Requested:** N/A

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

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<td>Operations</td>
<td>Currently, ASLA is reporting a loss of $974,497 with revenues of $4.9 million and expenses of $5.9 million through the seven months ended July 31, 2017. To date, expenses are below budget by $195,449 and revenues are below budget by $125,356. The year-to-date loss improves on the budget by $96,651. Please note that it is usual for ASLA to report a loss for up to three quarters of each year depending on the closing date of the annual meeting.</td>
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<td>Cash and Reserves:</td>
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<tr>
<td>Cash (operating fund)</td>
<td>$756,041</td>
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<tr>
<td>Short-term reserve (operating fund)</td>
<td>$625,450</td>
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<td>Long-term reserve: Cash</td>
<td>$116,446</td>
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<td>Equities (stocks)</td>
<td>$2,164,306</td>
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<tr>
<td>Fixed income (bonds)</td>
<td>$1,335,767</td>
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<td>Other assets</td>
<td>$696,354</td>
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<tr>
<td>Total</td>
<td>$4,312,873</td>
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<td>Money market at bank (operating fund)</td>
<td>$3,404,064</td>
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<td>ASLA has an unrealized gain of $280,357, or 7 percent in the long-term reserve through August 11, 2017.</td>
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<td>Governing Rules/Procedures:</td>
<td>The Board of Trustees is charged with adopting the annual program and budget of the Society, in addition to monitoring performance.</td>
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<tr>
<td>Action Requested:</td>
<td>N/A</td>
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<tr>
<td>Staff Contact:</td>
<td>Michael O’Brien</td>
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