## Agenda

### Officers:
- **Gregory Miller, FASLA** _____________ President
- **Shawn Kelly, FASLA** _______________ President-Elect
- **Vaughn Rinner, FASLA** _____________ Immediate Past President
- **Wendy Miller, FASLA** _____________ Vice President, Professional Practice
- **Lake Douglas, FASLA** _____________ Vice President, Education
- **Eugenia Martin, FASLA** _____________ Vice President, Government Affairs
- **Haley Blakeman, 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, Hon. ASLA** ______ Treasurer

### Non-voting Member:
- **Jennifer Guthrie, FASLA** __________ LAF Representative

### Agenda

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Approval of Minutes (Miller/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>CONFIDENTIAL: National Officer Slate</td>
<td>Action</td>
</tr>
<tr>
<td>5.</td>
<td>Annual Meeting 2022 (DePass)</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 Miller called the meeting to order at 11:01am on Wednesday, November 15, 2017.

2. Roll Call

All officers were present except Mr. Douglas.

Officers:  Gregory Miller, FASLA ______________ President
           Shawn Kelly, FASLA _______________ President-Elect
           Vaughn Rinner, FASLA _____________ Immediate Past President
           Wendy Miller, FASLA _____________ Vice President, Professional Practice
           Lake Douglas, FASLA _____________ Vice President, Education
           Eugenia Martin, FASLA __________ Vice President, Government Affairs
           Haley Blakeman, 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, Hon. ASLA_____ Treasurer

Non-voting Member:
           Jennifer Guthrie, FASLA __________ LAF Representative

3. Minutes of Previous Regular Meeting

IT WAS MOVED BY MR. KELLY AND SECONDED BY MS. WARREN TO APPROVE THE MINUTES OF THE OCTOBER 18, 2017, EXECUTIVE COMMITTEE MEETING WITH THE CORRECTION OF VP MROZ AS SELECTION FOR EVP EVALUATION. MOTION CARRIED UNANIMOUSLY.

4. Program and Operations Report

EVP Somerville discussed the success of the annual meeting. Survey results will be discussed at the January meeting of the Executive Committee. Meeting and education staff as well as President Miller will be in Philadelphia next week for the AMEAC meeting and the chapter kick-off for the 2018 annual meeting. Somerville also discussed the Baldrige feedback report received last week.

5. Finance Update

VP Mroz and Treasurer O’Brien reported on financial activities through October 31, 2017, and cash and reserves as of November 9, 2017. To date, expenses are below budget and revenues are below
budget. The long-term reserve has an unrealized gain of 10 percent. Annual meeting numbers are looking on track.

6. Annual Meeting Breakouts Debrief
The committee discussed effectiveness and process improvements to the annual BOT breakout discussions including use of flip charts as well as Surfaces, possible projection of notes being taken, and more identification of BPTF members.

7. Rebranding Update
Director Poltrack presented the revised preferred option of the brand mark for the Executive Committee’s endorsement. Poltrack then discussed next steps for implementation and roll-out.

8. Other Business
Secretary Millay discussed conflict of interest forms, EVP evaluation, and winter meeting logistics.

There being no further business, the meeting adjourned at 11:46pm on Wednesday, November 15, 2017.

Prepared by: Curt Millay, ASLA
Approved:
<table>
<thead>
<tr>
<th>Agenda Item #2: Program and Operations Report</th>
<th>Information/Discussion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Purpose:</strong> To update the Executive Committee on key program activities.</td>
<td></td>
</tr>
<tr>
<td><strong>History and Background:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Rebranding:</strong> Now that Herter Design Group has endorsement for the final preferred option, the firm is working on a detailed brand usage guide. Next steps for implementation and roll out to chapters and members will be outlined.</td>
<td></td>
</tr>
<tr>
<td><strong>Planning meetings:</strong> Planning meetings for 2018 were held this week at the ASLA Center with President Miller and President-Elect Kelly. All departments’ programs and goals, the governance calendar, and leadership visits that are in the works for the upcoming year were discussed.</td>
<td></td>
</tr>
<tr>
<td><strong>Winter ExCom Meeting:</strong> Key focuses for the winter ExCom meeting will be a department by department results and outcomes analysis, diversity training, and Baldrige training.</td>
<td></td>
</tr>
<tr>
<td><strong>Governing Rules/Procedures:</strong> N/A</td>
<td></td>
</tr>
<tr>
<td><strong>Action Requested:</strong> N/A</td>
<td></td>
</tr>
<tr>
<td><strong>Staff Contact:</strong> Nancy Somerville et al</td>
<td></td>
</tr>
</tbody>
</table>
## Agenda Item #3: Finance and Investments Report

<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Operations: Currently, ASLA is reporting a profit of $524,303 with revenues of $12 million and expenses of $11.5 million through the eleven months ended November 30, 2017. To date, expenses are below budget by $404,239 and revenues are below budget by $193,826. The year-to-date profit improves on the budget by $210,413, or 2 percent. Please note that the financials include large accruals (estimates) for the annual meeting but do not include investment results or the financial trigger.</td>
</tr>
<tr>
<td>Cash and Reserves:</td>
</tr>
<tr>
<td>Cash (operating fund)</td>
</tr>
<tr>
<td>Short-term reserve (operating fund)</td>
</tr>
<tr>
<td>Long-term reserve:</td>
</tr>
<tr>
<td>Equities (stocks)</td>
</tr>
<tr>
<td>Fixed income (bonds)</td>
</tr>
<tr>
<td>Other assets</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>Money market at bank (operating fund)</td>
</tr>
<tr>
<td>ASLA has an unrealized gain of $522,522, or 11 percent in the long-term reserve through December 13, 2017.</td>
</tr>
<tr>
<td>Governing Rules/Procedures: The Board of Trustees is charged with adopting the annual program and budget of the Society, in addition to monitoring performance.</td>
</tr>
<tr>
<td>Action Requested: n/a</td>
</tr>
<tr>
<td>Staff Contact: Michael O’Brien</td>
</tr>
</tbody>
</table>
### Agenda Item #4: CONFIDENTIAL -- National Officers Slate

**Purpose:** To present for acceptance the candidates selected by the Nominating Committee for the 2018 national officer slate.

**History and Background:** The Nominating Committee has selected the following candidates for office:

**President-Elect**
- David M. Cutter, ASLA
- Wendy Miller, FASLA

**VP Membership**
- Scott Emmelkamp, ASLA
- Dennis Nola, ASLA

**VP Professional Practice**
- Kona Gray, FASLA
- Emily O’Mahoney, FASLA

**VP Finance**
- Matt Langston, ASLA
- SuLin Kotowicz, ASLA

**Governing Rules/Procedures:**

ASLA Bylaws

- **Section 818:** The Nominating Committee shall develop the slate of candidates for office in accordance with policy approved by the Board.

- **Section 820:** The completed slate, with acceptance received from each nominee, shall be provided to the president of the Society no later than the fifteenth (15th) day of January each year. The president shall present the slate of nominees to the Executive Committee for acceptance.

**Nominating Committee Guidelines**

See attached policy below.

**Action Requested:** Acceptance of the slate of candidates selected by the Nominating Committee.

**Staff Contact:** Nancy Somerville
Administrative Policy: Nominating Committee Guidelines

As described in ASLA Bylaws Sections 818-822, and as directed in the committee charge established by the Board of Trustees, the Nominating Committee is charged with preparing a slate of two (2) nominees for each national office to be filled by election each year. In order to ensure the highest quality of leadership for the Society and to obtain the best pairing of the two (2) nominees for each national office, the following policies shall guide the Nominating Committee in its selection of candidates:

a. The Nominating Committee shall keep in mind the Society’s commitment to diversity and providing equal opportunities for all qualified individuals, regardless of race, ethnicity, gender, religion, national origin, or other protected class.

b. To reflect the views, needs, and composition of the membership, a reasonable balance shall be sought over the years among private practitioners, educators, and public employees.

c. The pool of potential nominees for vice president shall include all Full Members of the Society qualified and willing to serve in this office and shall not be limited to sitting or past members of the Board of Trustees.

d. Nominees for president-elect shall have served as a vice president or trustee of the Society. Sitting vice presidents or first-term trustees shall have completed their term in office prior to installation as president-elect.

e. Officers may not be nominated to succeed themselves in the same office.

f. Nominees for an office should possess the knowledge, skills, and abilities appropriate to that office.

g. To obtain wide geographical representation, nominees shall be selected in such a way that no more than two (2) officers shall serve concurrently from any one chapter.

h. Members of the Nominating Committee shall not be nominated for national office while serving on the committee.

i. To assist the Nominating Committee with identifying and evaluating qualified nominees for national office, the Corporate Secretary shall solicit suggestions of potential nominees from the Board of Trustees, national ASLA volunteer and staff leadership, chapter presidents, and the membership at large. Individuals suggested for vice presidential office will be asked if they would be willing to run if selected, and, if willing to run, to provide a statement of interest and summary of relevant experience. Information supplied by potential candidates shall be kept confidential and submitted to and reviewed only by the Nominating Committee.

The work of the Nominating Committee shall be kept strictly confidential, including all preparatory correspondence, actual committee deliberations, and any post-meeting activities or adjustments to the slate. Members of the committee may not discuss its work with anyone outside the committee regarding any individual proposed for office or under consideration as a potential nominee.

ASLA Administrative Policy: 2003; R2016