ASLA Executive Committee Conference Call  
Wednesday, November 15, 2017  
11:00am EDT/8:00am PDT

## 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

<table>
<thead>
<tr>
<th>Agenda</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Approval of Minutes (Miller/Millay)</td>
<td>Action</td>
</tr>
<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>
</tr>
<tr>
<td>4. Annual Meeting Breakouts Debrief (Somerville/Millay)</td>
<td>Information</td>
</tr>
<tr>
<td>5. Rebranding Update (Blakeman/Poltrack)</td>
<td>Information</td>
</tr>
<tr>
<td>6. Other Business</td>
<td>Information</td>
</tr>
</tbody>
</table>
Minutes

1. Call to Order

President Rinner called the meeting to order at 9:04am on Wednesday, October 18, 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, Hon. ASLA ____ 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

Staff:
Susan Apollonio ________________ Director, Education Programs
Roxanne L. Blackwell, Hon. ASLA ___ Director, Federal Government Affairs
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
3. Minutes of Previous Regular Meeting

IT WAS MOVED BY MS. WARREN AND SECONDED BY MR. DANOS TO APPROVE THE MINUTES OF THE SEPTEMBER 20, 2017, EXECUTIVE COMMITTEE CONFERENCE CALL. MOTION CARRIED UNANIMOUSLY.

4. Program and Operations Report

EVP Somerville provided a summary of highlights including recent government affairs activity to include work on a green infrastructure bill, advocacy alerts and work with the Science to Action collaborative; LAM is finalizing the contract with JSTOR to digitize the magazine back to 1910, the magazine team is also working on a climate reader project, more hard copies of Your LAND will be printed in 2018; the membership database is moving into a major IMIS upgrade; feedback from the Baldrige quality award application is expected in the next month. Somerville also presented the new department scorecard which uses objective data to report how and what staff is accomplishing. The scorecard will arrive with the program and operations report at the end of each quarter.

5. CONFIDENTIAL: HR Briefing

In a closed session EVP Somerville provided a summary report on staff compensation and benefits as required by the ASLA Administrative Policy on Staff Compensation.

6. 2018 Annual Operating Plan

President-Elect Miller and EVP Somerville reviewed highlights across department areas of the 2018 annual operating plan to include participating in the JUST program; enhanced business continuity and cybersecurity plans; a state government affairs manager position; and publication and promotion of the Blue Ribbon Panel on Climate Change report and recommendations.

IT WAS MOVED BY MR. STANLEY AND SECONDED BY MR. CUTTER TO RECOMMEND THE 2018 ANNUAL OPERATING PLAN TO THE BOARD FOR APPROVAL. MOTION CARRIED UNANIMOUSLY.

7. 2018-2019 Operating and Capital Budgets

VP Mroz and Treasurer O'Brien presented the 2018-19 operating and capital budgets for review by the Executive Committee. The 2018 final operating budget reflects changes made to the 2017 approved budget presented to the Board during last year's annual meeting in New Orleans; O'Brien discussed those changes. The capital budget focuses on wrapping up the building, final implementation of the new membership database and a new JobLink, and upgrades to the LA CES database.

IT WAS MOVED BY MR. DANOS AND SECONDED BY MS. MILLER TO RECOMMEND THE 2018-2019 OPERATING BUDGETS TO THE BOARD FOR APPROVAL. MOTION CARRIED UNANIMOUSLY.
IT WAS MOVED BY MR. STANLEY AND SECONDED BY MS. WARREN TO RECOMMEND THE 2018-2019 CAPITAL BUDGETS TO THE BOARD FOR APPROVAL. MOTION CARRIED UNANIMOUSLY.

8. Finance Update

VP Mroz and Treasurer O’Brien reported on financial activities through August 31, 2017, and cash and reserves as of September 13, 2017. To date, expenses are below budget and revenues are below budget. Mroz reminded the committee 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. The long-term reserve has an unrealized gain of eight percent. The current total of the long-term reserve of $4.6 million represents 36 percent of the Society’s annual operating expenses; the long-term reserve is on track to reach the ASLA goal of 50 percent of annual operating expenses by 2020.

9. Rebranding Update

Erik Herter of Herter Design Group updated the Executive Committee on the latest rendition of the rebranding effort. Based on feedback from the Board survey a new approach—to reimagine the current brand mark and update it—was undertaken and presented. The Executive Committee endorsed the direction and selected one option to move forward.

10. BOT Agenda Review

Directors Lent and Poltrack reviewed the issues to be discussed during the Board breakout session on use of the ASLA name and logo scheduled for Thursday. EVP Somerville reviewed the Blue Ribbon Panel on Climate Change breakout session scheduled for Friday. President Rinner discussed the roles and expectations of vice presidents as facilitators in the sessions.

11. LAF Update

Mr. Gray provided an update on key programs and activities at LAF to include the 21st century call to action, the SWOT exercise, and the Olmsted Scholars program.

12. LAM Editorial Policy Amendments

Director McKee presented amendments to clarify the policy on the placement of advertorials within the magazine.

IT WAS MOVED BY MR. DANOS AND SECONDED BY MR. CUTTER TO APPROVE AMENDMENTS TO SECTION 2.9 OF THE LAM EDITORIAL POLICIES. MOTION CARRIED UNANIMOUSLY.

13. ASLA Fund

Chair Danos called the Fund meeting to order at 2:11pm and provided a report on Fund activities since the midyear meeting.

IT WAS MOVED BY MS. GYORGYFALVY AND SECONDED BY MR. MILLER TO APPROVE 2018 ASLA FUND BOARD OF DIRECTORS. MOTION CARRIED UNANIMOUSLY.
The Fund meeting adjourned at 2:20pm.

14. Public Policies

VP Gyorgyfalvy and Director Hebron presented recommendations by the Policy Committee to revise the Agriculture and Coastal Zones policies.

IT WAS MOVED BY MS. WARREN AND SECONDED BY MR. MROZ TO APPROVE THE REVISIONS TO THE AGRICULTURE POLICY. MOTION CARRIED UNANIMOUSLY.

IT WAS MOVED BY MR. DANOS AND SECONDED BY MR. CUTTER TO APPROVE THE REVISIONS TO THE COASTAL ZONE POLICY. MOTION CARRIED UNANIMOUSLY.

15. IFLA Report

President-Elect Designate Kelly reported on the IFLA World Council meeting held in Montreal last week. The committee also discussed issues related to ASLA membership and participation in IFLA.

16. 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 Finance Mroz was selected by majority vote.

17. Acknowledgements and Recognitions

Departing officers Danos, Cutter, Stanley, and Gyorgyfalvy all made parting remarks.

18. Other Business

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

19. Time and Place of Next Meeting

The next meeting will be held January 12-13, 2018 in Washington, DC.

There being no further business, the meeting adjourned at 4:00pm on Wednesday, October 18, 2017.

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

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

**History and Background:**

Annual meeting. More than 6,500 registered for the 2017 ASLA Annual Meeting and EXPO in Los Angeles last month, making the meeting the second largest attended meeting in ASLA history. Revenues reached 106 percent of the registration and ticket revenue goal. Meeting attendees, non-attendees, speakers, and staff are all being surveyed to capture information that can be used to improve future meetings.

Planning for the ASLA 2018 Annual Meeting and EXPO with the Pennsylvania/Delaware Chapter is underway. President Miller will chair a host chapter reception and planning meeting at the Pennsylvania Convention Center on November 30. ASLA Meetings, Education, and Marketing departments will participate and conduct venue-planning meetings while in Philadelphia.

Baldrige. The feedback report for the ASLA’s Malcolm Baldrige National Quality Award application was received last week. Staff are still reviewing the comments and results. The report describes areas identified as strengths and opportunities for possible improvement and shows the organization’s scoring. EVP Somerville will provide a summary and plans for next steps.

**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, 2017, and its cash and reserves as of November 9, 2017.

**Operations:** Currently, ASLA is reporting a profit of $817,761 with revenues of $11.5 million and expenses of $10.7 million through the 10 months ended October 31, 2017. To date, expenses are below budget by $442,306 and revenues are below budget by $73,407. The year-to-date profit improves on the budget by $368,239, or 3 percent. Please note that the financials include large accruals (estimates) for the annual meeting but do not include investment results or the financial trigger.

**Cash and Reserves:**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash (operating fund)</td>
<td>$548,462</td>
</tr>
<tr>
<td>Short-term reserve (operating fund)</td>
<td>$550,382</td>
</tr>
<tr>
<td>Long-term reserve: Cash</td>
<td>$32,159</td>
</tr>
<tr>
<td>Equities (stocks)</td>
<td>$2,400,462</td>
</tr>
<tr>
<td>Fixed income (bonds)</td>
<td>$1,515,321</td>
</tr>
<tr>
<td>Other assets</td>
<td>$779,474</td>
</tr>
<tr>
<td>Total</td>
<td>$4,727,416</td>
</tr>
<tr>
<td>Money market at bank (operating fund)</td>
<td>$3,212,947</td>
</tr>
</tbody>
</table>

ASLA has an unrealized gain of $469,900, or 10 percent in the long-term reserve through November 9, 2017.

**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: Annual Meeting Breakouts Debrief

<table>
<thead>
<tr>
<th>Information/Discussion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Purpose:</strong> To review results and takeaways from the annual BOT breakout discussions.</td>
</tr>
</tbody>
</table>

### History and Background:

Two breakout discussions were held at the annual Board meeting in Los Angeles:

The first focused on options, advantages, and disadvantages of enabling members’ firms to use the ASLA name and logo. Participants were asked to cover the following questions:

1. What are the potential advantages and disadvantages to expanding the use of the ASLA name and logo to members’ firms?
2. How would a firm qualify to use the logo? What parameters should be applied, if any, to use of the logo by a firm?
3. Given your group’s discussion of #1 and #2, should ASLA continue to explore options for expanding use of the ASLA name and logo by members’ firms?

The second, Blue Ribbon Panel on Climate Change -- Outcomes and Next Steps, briefed the Board on the results of ASLA Blue Ribbon Panel on Climate Change and Resilience and gathered input on relevant professional development priorities. To support the work and goals of the panel, the Board was asked to provide input on professional development priorities related to climate change. Issues identified by the panel were presented in plenary session and the Board convened in breakout groups to consider those issues and identify and prioritize related professional development needs.

The Executive Committee will discuss the key takeaways and provide feedback on the breakout process/procedures.

### Governing Rules/Procedures: N/A

### Action Requested: N/A

### Staff Contact: Nancy Somerville et al
<table>
<thead>
<tr>
<th>Agenda Item #5: Rebranding Update</th>
<th>Information/Discussion</th>
</tr>
</thead>
</table>

**Purpose:** To update the Executive Committee on the rebranding effort.

**History and Background:**

Based on feedback from the summer Executive Committee meeting and summer Board survey, the Herter Design Group took a new approach on the logo/mark—to reimagine the current brand mark and update it. Designs developed from that new direction were presented to the Executive Committee in Los Angeles, which endorsed the direction and selected a preferred option. Erik Herter then attended the Annual Meeting and presented the preferred option to the Board of Trustees and the Chapter Presidents’ Council, where it was generally well received. Based on comments heard, Herter revised the preferred option. The result has been reviewed and approved by EVP Somerville and Director Poltrack and is presented to the Executive Committee for final endorsement.

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

**Action Requested:** Approval of the refined logo/mark.

**Staff Contact:** Terry Poltrack