**Agenda Item 14: ASLA Fund Report**

**Purpose:** To convene a meeting of the ASLA Fund members and report on ASLA Fund programs and plans.

**History and Background:** The ASLA Fund supports the library, archives, awards, research, and education programs of the American Society of Landscape Architects. ASLA’s chapter trustees are the voting members of the ASLA Fund. ASLA’s elected officers are also elected each year to serve as the Board of Directors of the ASLA Fund. ASLA’s EVP serves as its president and the chair of the ASLA Fund Board of Directors is the immediate past president of ASLA.

Goals for ASLA Fund programs are incorporated in the Annual Operating Plan and progress toward meeting those goals is reported in the quarterly Program and Operations Reports. An outline of special projects and fundraising goals is included in the attached report. ASLA Fund Chair Rinner will provide additional information at the meeting.

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

**Strategic Objectives:** Keep the profession and the Society in the lead on critical and emerging issues. Exercise responsible financial management and administrative oversight to ensure effective use of the Society’s resources. Identify priorities and objectives that respond to member needs and advance the Society and ensure that ASLA programs are managed and implemented in accordance with member- and Board-identified goals and values.

**Financial Impact:** N/A

**Action Requested:** To approved the previous minutes of the Fund meeting.

**Staff Contact:** Nancy Somerville
Agenda

Directors: Vaughn Rinner, FASLA, Chair  
Gregory Miller, FASLA  
Shawn Kelly, FASLA  
Wendy Miller, FASLA  
Lake Douglas, FASLA  
Eugenia Martin, FASLA  
Haley Blakeman, ASLA  
Tom Mroz, ASLA  
Vanessa Warren, ASLA

Officers: Nancy C. Somerville, Hon. ASLA, President  
Curtis A. Millay, ASLA, Secretary  
Michael D. O’Brien, Hon. ASLA, Treasurer  
Kay Williams, FASLA, Parliamentarian

Voting Members:  
Aaron A. Allan, ASLA ____________ Arizona Chapter  
W. Phillips Barlow, ASLA __________ Connecticut Chapter  
Robert D. Berg, ASLA ___________ Colorado Chapter  
Shannon Blakeman, ASLA __________ Louisiana Chapter  
Gary A. Brown, FASLA __________ Wisconsin Chapter  
Kevin W. Burke, ASLA __________ Georgia Chapter  
David Contag, ASLA ___________ Prairie Gateway Chapter  
Tamas Deak, ASLA ____________ Alaska Chapter  
Patrick F. Dunn, ASLA _____________ Iowa Chapter  
Scott V. Emmelkamp, ASLA _________ St. Louis Chapter  
William T. Eubanks, III, FASLA ______ South Carolina Chapter  
Melissa M. Evans, ASLA __________ Arkansas Chapter  
David V. Ferris, Jr., ASLA __________ Florida Chapter  
Robert E. Ford, ASLA ____________ Michigan Chapter  
Nick Gilliland, ASLA ____________ Ohio Chapter  
Tina Gillman, ASLA ____________ Utah Chapter  
David Gorden, ASLA _____________ Indiana Chapter  
Jon Henney, ASLA _________________ Kentucky Chapter  
James A. Jackson, ASLA __________ Mississippi Chapter  
Lucy B. Joyce, ASLA _____________ Nevada Chapter  
Jenn Judge, ASLA _________________ Rhode Island Chapter  
Roger J. Kennedy, ASLA __________ West Virginia Chapter  
Marieke Lacasse, ASLA __________ Washington Chapter  
Lucille C. Lanier, FASLA __________ Virginia Chapter  
Dalton M. LaVoie, ASLA __________ California Sierra Chapter  
Robert Loftis, ASLA ______________ New Mexico Chapter  
Jeanne M. Lukenda, ASLA __________ Boston Chapter  
Timothy W. May, ASLA ____________ Texas Chapter

Proxy for Mark Kimerer, ASLA  
Proxy for David Harris, ASLA
Bradley McCauley, ASLA ___________ Illinois Chapter  
Douglas C. McCord, ASLA ___________ New York Upstate Chapter  
Baxter Miller, ASLA _______________ Southern California Chapter  
Ann Milovsroff, FASLA ____________ Vermont Chapter  
Larry Mizell, ASLA _________________ Tennessee Chapter  
Jennifer Nitzky, ASLA ______________ New York Chapter  
Dennis R. Nola, ASLA _____________ Maryland Chapter (VP Elect Membership)  
April Philips, FASLA ______________ California Northern Chapter  
Jeff Pugh, ASLA _________________ Oklahoma Chapter  
John D. Roters, ASLA _____________ Idaho/Montana Chapter  
John P. Royster, FASLA ___________ Great Plains Chapter  
Stephen W. Schrader, ASLA ___________ Alabama Chapter  
Jean Senechal Biggs, ASLA __________ Oregon Chapter  
Susanne Smith Meyer, ASLA __________ New Hampshire Chapter  
Brian H. Starkey, ASLA ____________ North Carolina Chapter  
Mark A. Steyaert, Jr., ASLA __________ California San Diego Chapter  
Judith Stilgenbauer, ASLA __________ Hawaii Chapter  
Adam A. Supplee, ASLA _____________ Pennsylvania/Delaware Chapter  
Rob Tilson, FASLA ________________ Potomac Chapter  
Proxy for Ron Kagawa, ASLA  
Nicholas Tufaro, ASLA _____________ New Jersey Chapter  
Thomas J. Whitlock, ASLA __________ Minnesota Chapter

Thursday, October 18, 2018

<table>
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<tr>
<th>#</th>
<th>Time</th>
<th>Agenda Item</th>
<th>Presenter(s)</th>
<th>Action</th>
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<tr>
<td>1</td>
<td>4:55am</td>
<td>Call to Order</td>
<td>Rinner</td>
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<td>2</td>
<td></td>
<td>Roll Call</td>
<td>Williams</td>
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<td>3</td>
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<td>Minutes</td>
<td>Rinner</td>
<td>Motion</td>
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<td>4</td>
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<td>Ratification of the 2019 Board of Directors</td>
<td>Rinner</td>
<td>Motion</td>
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<td>5</td>
<td></td>
<td>ASLA Fund Report</td>
<td>Rinner</td>
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<td>6</td>
<td></td>
<td>Time and Place of Next Meeting – May 3 or 4, 2019, Washington, DC</td>
<td>Rinner</td>
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<td>7</td>
<td>5:05am</td>
<td>Adjourn</td>
<td>Rinner</td>
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Minutes

1. Call to Order

2. Roll Call

Directors: Vaughn Rinner, FASLA, Chair
Gregory Miller, FASLA
Shawn Kelly, FASLA
Wendy Miller, FASLA
Lake Douglas, FASLA
Eugenia Martin, FASLA
Haley Blakeman, ASLA
Tom Mroz, ASLA
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Shannon Blakeman, ASLA ____________ Louisiana Chapter
Gary A. Brown, FASLA ____________ Wisconsin Chapter
Kevin W. Burke, ASLA ______________ Georgia Chapter
David H. Contag, ASLA ____________ Prairie Gateway Chapter
Patrick F. Dunn, ASLA ____________ Iowa Chapter
Alisha Eley, ASLA ________________ Tennessee Chapter

Proxy for Cleve Larry Mizell, ASLA
Scott V. Emmelkamp, ASLA __________ St. Louis Chapter (VP Candidate Membership)
William T. Eubanks, III, FASLA _______ South Carolina Chapter
Melissa M. Evans, ASLA ____________ Arkansas Chapter
David V. Ferris, Jr., ASLA __________ Florida Chapter
Robert E. Ford, ASLA ____________ Michigan Chapter
Nick Gilliland, ASLA ____________ Ohio Chapter
David Gorden, ASLA ____________ Indiana Chapter
David A. Harris, ASLA ____________ Utah Chapter
3. Minutes

IT WAS MOVED BY MR. SCHRADER AND SECONDED BY MR. ROYSTER TO APPROVE THE MINUTES OF THE ASLA FUND BOARD OF DIRECTORS AS PRESENTED. MOTION CARRIED UNANIMOUSLY.

4. ASLA Fund Report

Mr. Rinner reviewed the purpose and operation of the ASLA Fund and the ongoing programs that fall under the Fund umbrella such as LATIS, honors and award programs, and the ASLA library and archives. She provided status reports on the Headquarters green infrastructure education and
advocacy programs, the Center for Landscape Architecture, and the Chinatown Green Streets Demonstration Project.

5. **Time and Place of Next Meeting**
   The next meeting of the ASLA Fund Voting Members will be October 18 or 19, 2018, at the Philadelphia Marriott Downtown.

6. **Adjournment**
   The meeting was adjourned at 11:30am on April 27, 2018.

Prepared by Curt Millay, Secretary
Date Approved:
ASLA Fund Report

Mission Statement

The ASLA Fund is the 501(c)(3) charitable foundation of the American Society of Landscape Architects, supported by the tax-deductible contributions of ASLA members and other individuals and organizations, and committed to the careful stewardship and artful design of our cultural and natural environment. The Fund’s mission is to expand the body of knowledge of the landscape architecture profession and increase public understanding of environmental and land-use issues and principles. Its work supports public and professional education and outreach, professional and student awards programs, and special projects that provide real-world demonstrations of core values like the ASLA Green Roof and Chinatown Green Street.

Purpose and Operation

The ASLA Fund supports the public awareness, library, archives, awards, research, and education programs of the American Society of Landscape Architects, as well as special tangible projects that advance ASLA’s values and demonstrate the capabilities and principles of the landscape architecture profession.

Ongoing Programs

The ongoing programs that fall under the umbrella of the ASLA Fund are:

- Chinatown Green Street
- ASLA Honors and Awards
- Career Discovery
- Career Education
- ASLA Professional Practice Library
- Green Roof Education Resources
- Public awareness sections and resources on alsao.org

[Please review information related to these programs under the 2018 First Quarter Program and Operations Report.]

ASLA Fund Special Projects

ASLA Fund special projects are chosen strategically to align with priority strategic objectives to advance the visibility and influence of the profession, and to respond to strategic opportunities. These projects are typically multiyear efforts that cannot be accomplished within programmatic funding and, therefore, require targeted fundraising.

Center for Landscape Architecture. The Center for Landscape Architecture is designed to: reflect the Society’s mission and values; position ASLA as a role model organization and a leader in the design industry; enable ASLA to be a convener and engage with allied professionals, public officials, and the
general public; support staff collaboration and productivity; and maintain and enhance the building as a financial asset. Meetings, events, and programming in the Center support ASLA strategic priorities and programs and follow guidelines for use (attached).

The Center opened with a public open house, media tour, live-streamed lecture, and donor and VIP events in May 2017. An initial exhibition spotlighting ASLA, the Center, and the Chinatown Green Street Demonstration Project, is on display in the Nelson Byrd Woltz Exhibition Center. Final submittals for LEED and WELL certification are still in process and on target. Still to be completed is the installation of bike lockers and repaving of the rear alley as well as final reassembly of the green roof. The fundraising campaign for the ASLA Center is complete with pledges totaling $1,301,866.

Since January 2017, the Center has hosted almost 100 meetings including the Executive Committee, Presidents Council, LAAB, Smart Growth Network, Trust for Public Land, National Building Museum tour, professional and student award juries, Fellows juries, numerous student groups, local chapter meetings and events, Diversity Super Summit, Chinatown Green Street meetings, the Pollinator reception, and six quarterly *Landscape Architecture Magazine* lecture series among other events.

**Chinatown Green Street Demonstration Project.** The tremendous success of the green roof inspired ASLA to take on an additional high-profile green infrastructure project: the Chinatown Green Street (CGS) Demonstration Project. Begun in 2012 and ongoing, Chinatown Green Street is raising visibility and reinforcing landscape architects’ position as experts in stormwater management and complete streets. Although the project is still in the design phase and yet to be constructed, the Chinatown Green Street has been showcased at key forums including annual meetings of the U.S. Water Alliance and the U.S. Transportation Research Board and a briefing for the Office of the Secretary of the U.S. Department of Transportation.

The Chinatown Green Street Demonstration Project is an important step toward realizing untapped potential in the urban environment, transforming an underused streetscape into a showpiece of both proven and leading-edge green infrastructure technologies. The first component of the project comprises the design, installation, and maintenance of an interconnected series of vegetated stems and innovative infrastructure solutions to manage stormwater runoff and beautify the public right of way. By pioneering innovative design, this project will serve as a model and fully documented educational tool for developers, designers, city officials, and the public. The pressing need to adopt new technologies and make critical improvements to urban infrastructure provides the impetus to rethink utilitarian streetscapes as both green corridors that ameliorate stormwater issues and as pleasant and engaging outdoor spaces for the public to enjoy. Beginning at a small, practicable scale, the Chinatown Green Street will be the starting point for making the Chinatown neighborhood and the city of Washington, D.C., more resilient, one street at a time. The project will promote sustainable stormwater management in the public right of way, increase environmental justice, and promote economic development. The project area encompasses I Street NW between 6th and 7th Streets, in downtown Washington, D.C.’s Chinatown neighborhood. Located in an urban area facing significant issues related to combined sewer outflows and a degraded watershed, the demonstration value and high level of visibility of the project is particularly important.

The second component of the project is the creation of *Green, Complete, and Smart: A Sourcebook and Method for High Performance Streets*, a publication that will document the planning and implementation of the Eye Street demonstration project as well as other green street projects. Once completed, the
The ASLA green roof was designed to promote and educate the public about green roofs, and position ASLA and landscape architects as leaders in sustainability and green infrastructure. Monitoring and documenting of the performance of the green roof has been ongoing, including stormwater quality and quantity, temperature, plant performance, and building energy use. The green roof has also been used to support career discovery goals, most notably through The Roof Is Growing! website, which was supported by a $25,000 grant from the National Endowment for the Arts (2007) and a $10,000 contribution from Lewis Scully Gionet, Inc. (2008).

Completed in 2006, the roof has drawn an average of 1,000 visitors per year. Visitors have included design professionals, members of Congress and other public policy makers, a First Lady, and the general public. Extensive coverage of the green roof has appeared in national, regional, and international media, including USA Today, and the D.C. Department of the Environment and the DC convention and visitors bureau continue to showcase the ASLA green roof as a demonstration of the city’s leadership in sustainability. These results strongly support the strategic objectives of public awareness, advocacy, and leadership on critical issues. Ongoing performance monitoring of the roof ensures that the roof continues to draw public and professional attention. With the completion of the Center, the problematic stormwater flowmeters have been replaced with updated technology for enhanced performance monitoring and the cistern enables reuse of the water for irrigation.

**Headquarters Green Roof Advocacy and Promotion.** The ASLA green roof was designed to promote and educate the public about green roofs, and position ASLA and landscape architects as leaders in sustainability and green infrastructure. Monitoring and documenting of the performance of the green roof has been ongoing, including stormwater quality and quantity, temperature, plant performance, and building energy use. The green roof has also been used to support career discovery goals, most notably through The Roof Is Growing! website, which was supported by a $25,000 grant from the National Endowment for the Arts (2007) and a $10,000 contribution from Lewis Scully Gionet, Inc. (2008).

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250,000 times. The site and animations have been featured in CNBC, Mongabay (the leading conservation news site), Planetizen (the leading urban planning news site), Fast Company, the Natural Resources Defense Council’s blog, The Atlantic, The Huffington Post, Grist, Google’s official blog, The Architect’s Newspaper, and Metropolis magazine and public education efforts by government agencies in the U.S., Canada, and Singapore.

**Sustainable SITES Initiative® (SITES®).** The SITES Initiative was undertaken in 2005 to fill a gap in existing sustainability rating systems and position ASLA and landscape architects as leaders in site sustainability. SITES required a multiyear investment of staff, volunteer, and financial resources. A challenge to ASLA’s co-ownership of the SITES intellectual property in 2013 required legal action to protect those rights; the lawsuit was resolved with the sale of the SITES IP to Green Business Certification Inc. (GBCI).

The result of the time/money investment in SITES has been increased visibility for ASLA and landscape architecture, solidification of ASLA’s role as a leader in sustainability and resilience, and a significant financial return on investment through sale of the SITES intellectual property to GBCI in 2015. GBCI opened project certification under the SITES v2 Rating System in 2015 and launched the SITES AP professional credential in the fall of 2016. To date approximately two-thirds of people who registered and took the exam or are currently registered for the SITES AP exam are ASLA members. ASLA maintains an ongoing role in SITES program development, advocacy/promotion, and education. ASLA and USGBC collaborated on a SITES® Accredited Professional exam summer promotion campaign, June through September. 54 ASLA members registered for the exam and 11 have taken the exam. ASLA staff is working with the North Carolina ASLA Chapter and USGBC on their NCASLA Introduction to Sustainable SITES® event series to be held during the week of November 5. This statewide, section by section, event will include a core introduction to SITES presentation, featuring North Carolina’s two SITES certified project examples: Charlotte Brody Discovery Garden and Horseshoe Farm Nature Preserve. Supplemental presentations and/or tours, unique to each section, will follow. Events are open to ASLA members, local government staff, students and community members.

Four education sessions will offer SITES-specific continuing education hours at the 2018 Annual Meeting and EXPO in Philadelphia. Ten additional education sessions will offer general GBCI CE hours, which professionals can use to maintain their SITES AP credential. One EXPO workshop is being offered to attendees interested in SITES v2 certification and preparing for the SITES AP Exam. The Sustainable Design & Development PPN hosted an ASLA Online Learning presentation offering 1.0 LA CES PDH, now available as an archived recording on the ASLA Online Learning website. The Sustainable Design and Development PPN meeting in Philadelphia will engage participants in a discussion about how sustainability, including established rating systems such as SITES and LEED, are applied at different scales and in different contexts. This PPN Live presentation will offer 1.0 LA CES PDH. A SITES workshop is being held at the University of Cincinnati on September 22 presented by an ASLA member who is a SITES AP.

ASLA will have a presence at the 2018 Greenbuild International Conference and EXPO in Chicago in November. ASLA members are volunteering their time and expertise at the ASLA EXPO booth to meet one-on-one with attendees, sharing the value of constructing and conserving sustainable landscapes and the SITES rating system. The U.S. Botanic Garden’s renovated Bartholdi Park achieved SITES Gold Certification, and is the first project in Washington, D.C., to be certified under SITES v2.
Future Projects

Prints and Drawings Collection. The idea of developing a collection of prints and drawings representing the practice of landscape architecture was identified early on as a potential Fund project but put on hold pending development of resources to enable document storage. The redesigned Center for Landscape Architecture includes conservation flat file storage. Solicitation of materials for the collection, which can be used for future exhibits, has been put on hold pending the completion of the Potomac Chapter of ASLA Professional Practice Library and restoring the library and archives collections to the Center for Landscape Architecture.

Study of the Economic Impact of the Profession. Another possible Fund project identified early in the life of the Fund was a research study to document the economic value of the profession. As originally conceived, the study would have been a major research study, in the same vein as the 1994 ASLA/ULI report “Value By Design,” with a cost estimate of $250,000+ (2003 estimate). The research study was originally postponed because of the higher priority and time sensitivity of the green roof and SITES projects, and was further deferred due to current budget constraints of ASLA and potential partners like ULI. Efforts have focused, instead, on more modest efforts, including identifying and compiling existing economic research as part of a comprehensive public relations and communications sustainability toolkit series. Other projects that support this program goal are: the 457 stormwater case studies collected by ASLA to support EPA’s stormwater rulemaking and now published on asla.org; the Banking on Green report co-authored with American Rivers, EcoNorthwest, and the Water Environment Federation; and, most recently, the Health Benefits of Nature resource guide.
ASLA Center for Landscape Architecture: Guidelines for Use

Meetings and Events

1. The first floor meeting and event spaces are available for use by outside groups that are related organizations, coalition partners, and/or have missions that are complimentary to the ASLA mission, vision, and values and high priority strategic objectives.

2. Priority order for use of the space is: a) ASLA meetings and events, e.g., governance meetings, juries, LAM lectures; b) meetings and events of groups of which ASLA is a partner/participant, e.g., Presidents Council, government affairs coalitions, RNRF; and c) meetings and events of individual organizations that meet the criteria in 1, above.

3. Priority is also determined by the relationship of the group/subject matter of the meeting/event to high priority ASLA programs and issues and the potential for the meeting/event to raise the visibility of the Society and the profession among key audiences. In case of conflicting requests/needs, priority is determined by the EVP.

4. The costs of catering and/or equipment rental for meetings/events that fall under 2(a) are covered by the appropriate ASLA program. For meetings/events under 2(b), space rental costs may be discounted or waived; catering and/or equipment rental costs if any may be covered by the related ASLA program/department or billed to the group. Meeting/event costs, including space rental, related to 2(c) are billed to the individual organization; space rental costs may be discounted or waived if appropriate.

5. Any/all uses of the meeting and event spaces and any related expenses that are covered by ASLA are tracked as ASLA in-kind contributions linked to strategic objectives and annual goals.

Exhibits and Programming

1. Exhibits and programming, including budgets and department/staff responsibilities, are planned as part of the strategic and program planning process and aligned with high priority strategic objectives and issues.