Agenda

1. Approval of Minutes (Miller)                  Action
2. Program and Operations Report (Somerville et al) Information
3. Finance and Investments Report (Mroz/O'Brien) Information
4. Great Plains Chapter Name Change (Miller/Millay/Lent) Action
5. Professional Licensure Policies (Martin/Hebron) Action
6. Memorials Policy (Martin/Hebron) Action
7. LAF Memorandum of Understanding Action
8. Other Business Information
Minutes

1. Call to Order
   President Miller called the meeting to order at 1:21pm on Friday, July 20, 2018.

2. Roll Call
   All were present.

   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

   Guests:
   - Kona Gray, FASLA ________________ VP-Elect, Professional Practice
   - SuLin Kotowicz, ASLA ____________ VP-Elect, Finance
   - Dennis Nola, ASLA ________________ VP-Elect, Membership

3. Minutes of Previous Regular Meeting
   IT WAS MOVED BY MS. WARREN AND SECONDED BY MR. KELLY TO APPROVE THE MINUTES OF THE PREVIOUS MEETING. MOTION CARRIED UNANIMOUSLY.

4. Program and Operations Report
   EVP Somerville reviewed the new organization chart and reviewed staff changes. Director Blackwell provided a report on the Advocacy Summit; Editor McKee reported on the recent LAM award; Somerville and others gave department updates on the annual meeting, and membership.

5. Finance Update
   VP Mroz and Treasurer O’Brien reported on financial activities through June 30, 2018, and cash and reserves as of July 13, 2018. ASLA is reporting a loss of $1,365,124 with revenues of $4.2 million and
expenses of $5.6 million through the six months ended June 30, 2018. To date, expenses are below budget by $361,863 and revenues are below budget by $341,977. The year-to-date loss improves on the budget by $20,436. 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.

6. ASLA Fund
See separate minutes.

7. Student Awards
Recommendations were made to the Executive Committee following discussions at the spring meeting and input from the Honors and Awards Committee and student award jurors. Recommendations are that 1) any ASLA member can enter the Student Awards competition with proof of full-time enrollment in a landscape architecture program; 2) entry is billed at the student rate; 3) entrant’s dues remain at relevant levels based on entrant’s membership status; and 4) any non-member, full-time student can join at the student rate as part of the submission process. The Executive Committee concurred with the recommendations.

8. Mission, Vision, Values, and Culture
The Executive Committee continued review and revision of the ASLA mission, vision, values, and culture based on input from the Board and staff. The results will be shared with the Board during the summer update webinar and discussed further at the fall meeting.

9. CONFIDENTIAL: Are We Making Progress and Gallup Survey Results
The committee reviewed the ExCom, senior staff, and staff results from the two surveys.

10. Committee and PPN Guidelines
Secretary Millay presented a new committee guidelines document and revisions to the existing PPN guidelines document.

IT WAS MOVED BY MS. WARREN AND SECONDED BY MS. MILLER TO APPROVE THE REVISIONS TO THE PPN GUIDELINES. MOTION CARRIED UNANIMOUSLY.

11. SWOT Assessment
President-Elect Kelly 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.

12. Annual Operating Plan
EVP Somerville provided a summary of significant program changes/additions under consideration for inclusion in the 2019 Annual Operating Plan. Program changes/enhancements include a communications/outreach focus around Smart Policies for a Resilient Future, including a potential Center exhibit (grant application pending); a security design symposium; completion of JUST review; planning for potential 2020 summit of leadership of landscape architecture associations from English speaking countries; completion of focus groups and development of targeted messaging; completion
of Phase I of FrameWorks communication project with Presidents Council organizations, potential beginning of Phase II; planning for Olmsted 2022 anniversary; among other efforts.

13. LAF Update

Ms. Guthrie provided an update on the LAF’s priorities for 2018 to include research, scholarships, and leadership.

14. ASLA Annual Meeting

The committee discussed the site for the ASLA 2023 Annual Meeting and EXPO and agreed on a name change for the annual meeting to be the ASLA Landscape Architecture Conference.

15. Member Categories and Privileges

The committee furthered the discussion from the spring BOT meeting on member categories and privileges to include firm use of ASLA’s logo, a firm-based membership, and an education subscription.

16. Legislative Priorities

VP Martin and Director Blackwell briefed the Executive Committee on the current ASLA federal legislative priorities process and discuss recommendations for ASLA’s 2019-2020 Federal Priorities Agenda. Recommendations from the committee are climate change and resilience, transportation design and planning, water and stormwater, public lands, national and community parks, and environmental and social justice.

17. Other Business

The summer BOT update in August was discussed. The dates for the winter ExCom meeting will be January 18-19, 2019, in Washington, DC.

18. Time and Place of Next Meeting

The time and place of the next meeting will be Wednesday, October 17, 2018 in Philadelphia.

There being no further business, the meeting adjourned at 4:20pm on Saturday, July 21, 2018.

Prepared by: Curt Millay, ASLA
Approved: August 15, 2018
### 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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<tr>
<td>History and Background:</td>
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<tr>
<td><strong>Chinatown Green Street.</strong> The design team held a kickoff session with the construction management firm, RK&amp;K, and the permit expediting firm, Commun-ET, to help clarify and define the scope of work. Additionally, stakeholder meetings will be held over the next few days with the design team. The new website, brochure, and video are live and will be used for public outreach.</td>
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<td><strong>Membership quarterly video.</strong> EVP Somerville taped a “Spotlight on Federal Advocacy” video message for the membership, which will be posted on the ASLA website soon. The goal is to release single topic video updates to the membership on a quarterly basis.</td>
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<tr>
<td><strong>Privacy policy.</strong> In June, the EU began enforcing the General Data Protection Regulation, which puts new standards on holders and processors of data that include information on people who reside in the EU, even if the company itself is not in the EU. In light of those new standards, ASLA reviewed and updated its privacy policy (attached).</td>
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<tr>
<td>Governing Rules/Procedures: N/A</td>
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<tr>
<td><strong>Strategic Objectives:</strong> 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. Keep the profession and the Society in the lead on critical and emerging issues.</td>
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<tr>
<td>Financial Impact: N/A</td>
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<tr>
<td>Action Requested: N/A</td>
<td></td>
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<tr>
<td>Staff Contact: Somerville</td>
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</tr>
</tbody>
</table>
ASLA Privacy Policy

Effective Date: August 1, 2018

Introduction
The American Society of Landscape Architects (ASLA) respects your privacy and is committed to protecting it at all times. This privacy statement explains how the ASLA collects, processes, and shares your personal information, your choices regarding the collection and use of such information, and the security measures ASLA employs to protect the information. By using ASLA web, mobile applications, and mobile sites, you agree to our practices concerning such information, which may be revised from time to time.

Each time you use our site, the current version of this policy will apply. Accordingly, whenever you use our site, you should check the date of this policy (which appears at the top) and review any changes since the last version. This policy is applicable to all site visitors, registered users, and all other users of our site.

What information we collect and how we use it

Data Collection - ASLA collects personal information from individuals while offering products and services, from affiliates, partners and other third parties. Prior to use of data from a third party, including public sources, ASLA will obtain your consent before contacting you if required by the law of the country in which you are located. ASLA also collects certain information from all visitors to our sites and from users of our mobile apps.
ASLA collects certain contact, demographic, and personal interest information about members, event attendees, and other registered users (in-person or online). Such information may include: name, telephone number, physical and email address, and other required and optional fields. In addition, credit card numbers may be collected by service providers who work on ASLA’s behalf to process your transactions.

ASLA also may collect and process:

- **Membership/Subscription information** about your membership or subscription including your name, contact details such as address, phone number and email address (business or personal), age, job title, educational background, join date, and any other information related to your membership.

- **Payment and purchase information**, including financial information such as credit/debit card and account numbers used to join or renew your membership or for any individual to purchase goods and services, including the ASLA Annual Meeting & Expo registration and online learning offerings.

- **Ethics investigations**, relating to breaches of ASLA Code of Professional Ethics and ASLA Code of Environmental Ethics, in which complaints against members are adjudicated, with the result being possible suspension/expulsion from membership. This may include extensive information about a member's business or professional activities, including employment information, and similar information relating to other individuals involved in the investigation.

With regard to each of your visits to the website, ASLA will automatically collect the following information:
• **Technical information**, including the Internet protocol (IP) address used to connect your computer or device to the Internet, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform;

• **Information about your visit**, including pages you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), methods used to browse away from the page, and any phone number used to call our customer service number; and

• **Location information**

ASLA collects information that is sent automatically by your web browser and ASLA may use this information to generate aggregate statistics about visitors to its site, including, without limitation: IP addresses; browser type and plug-in details; device type (e.g., desktop, laptop, tablet, phone, etc.); operating system; and local time zone.

How we use information - ASLA may use your personal information for various purposes, including:

• to carry out obligations arising from your membership, or any other contract entered into between us and to provide you with the information, events, products, and membership services that you request;

• to provide *Landscape Architecture Magazine*, LAND, and other publications, provided you have given your consent;

• to improve content and communications and to respond to the interests and preferences of members, subscribers, other customers and potential customers;

• to respond to questions and provide related membership services;

• to provide information about other events, products and services that are similar to those that have already purchased, provided the individual has not opted-out of receiving that information;

• if needed to process credit cards, with the assistance of a third-party processor, so that you may pay for membership, purchase products or services, or attend our events; and

• to better understand the demographic makeup of the landscape architecture profession.

Tracking activity on our website - We use cookies to deliver our online services. We may also use information collected for data analytics purposes related to our site visitors and app users, for system maintenance, and to understand how visitors use our sites, apps, and services. We utilize third party analytics tools that use cookies or other tracking technologies to generate information on your use of our sites and apps (e.g., your IP address). This information may be transmitted to, and stored by, our third-party service providers. It is used to evaluate our visitor or app user statistics to improve content, navigation, and structure. We or our contractors may also transfer this information to third parties as required by law, or where such third parties process the information on our or our service provider's behalf.

With whom we may share information - The privacy of ASLA member information is governed by the [ASLA Member Information Confidentiality Policy](#). This policy limits the types of personal data that is shared by ASLA and its chapters. Contact information is available to our members through our Membership Directory for use in networking with their peers. Members can set their profile to private if they do not want to appear in the directory. Landscape architecture firms, design/build firms, and
multidisciplinary firms who employ ASLA members appear in FirmFinder. The firms may personalize the contact information provided in FirmFinder.

Disclosure to third parties - When disclosing personal information to third parties, ASLA obligates the recipient to use that information in accordance with the terms of this Privacy Policy and the ASLA Member Information Confidentiality Policy. ASLA never sells your personal data or shares email addresses to third parties. ASLA may also share your information to fulfill legal obligations in connection with a lawsuit or similar proceeding; to respond to a matter of personal or public safety; to investigate security incidents; to protect our interests, rights, and property; and to effectuate a sale or transfer of assets or other business transaction. ASLA may also share personal information with regulatory authorities as may be required or requested under applicable law.

Use of third-party links - ASLA sites and apps may contain links to websites operated by third parties. ASLA does not control these websites or their content, and any information you provide to such sites is governed by the terms of that site's privacy policy. The inclusion of third party sites on ASLA sites or apps in no way constitutes an endorsement of the content, actions, or policies of the sites of others.

Data retention and storage - We will retain your information for as long as your account is active or as needed to provide you with our site. If you wish to cancel your membership/subscription or request that we no longer use your information to provide you service, contact us. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. We maintain one or more databases to store your personal data and may keep such information indefinitely.

We will store your personal data, in a form which permits us to identify you, for no longer than is necessary for the purpose for which the personal data is processed. We may retain and use your personal data as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements and rights, or if it is not technically reasonably feasible to remove it. Consistent with these requirements, we will try to delete your personal data quickly upon request.

Data security - ASLA is committed to maintaining your confidence and trust. ASLA takes steps to help protect personal information, however, no data transmission over the Internet or electronic storage of information is guaranteed to be secure.

How you can access and change your information
You have some choices concerning ASLA use of your personal information. For example, if you have requested communications from ASLA, but do not wish to receive further information, you can "opt-out" by clicking on the "unsubscribe" link provided in the relevant communication. You may change your browser cookie settings, and you may request that ASLA:

• Update, correct, or delete your personal information
• Provide you with access to your personal information
• Withdraw your consent to marketing or other communications
• Change your preferences regarding our sharing of your personal information with third parties
If you are a member or registered user, you may make changes to your personal information by modifying your "My ASLA" account. If you are not a member or registered user, you may contact us as described below.

You may be located be in a country or region where data privacy or data protection laws differ from the United States. If you access our sites or apps, your personal information may be transferred to ASLA in other countries, including the United States.

You can exercise any of these rights by contacting us (see below for more information).

**Changes to This Policy**
This Privacy Policy may be amended from time to time. Any such changes will be posted on this page. If we make a significant or material change in the way we use or share your personal information, you will be notified via email and/or prominent notice within the Services at least 30 days prior to the changes taking effect.

**California Privacy Rights**
California residents have the right to annually request and obtain information free of charge about any third parties that received personal information from the company during the preceding calendar year for direct marketing purposes by directing a request to the contact information provided below.

Do Not Track Signals: Our websites do not respond to web browser "do not track" signals. ASLA and its service providers engage in information collection and disclosure practices, including tracking browsing history. We offer choices to all consumers, as described in this Privacy Statement regardless of the "do not track" choice made by the consumer. We may allow ad serving networks and other third parties to engage in online behavioral advertising and activities such as marketing automation.

**European Privacy Rights**
Residents of the European Union have the right to ask us not to process your personal data for marketing purposes. You may have the right to request access to any personal data we hold about you as well as related information, including the purposes for processing the personal data, the recipients or categories of recipients with whom the personal data has been shared, where possible, the period for which the personal data will be stored, the source of the personal data, and the existence of any automated decision making. In addition, where you believe that ASAE has not complied with its obligations under this Notice or European law, you have the right to make a complaint to an EU Data Protection Authority, such as the UK Information Commissioner's Office.

We are headquartered in the United States. Your personal data may be accessed by us or transferred to us in the United States or to our affiliates, partners, merchants, or service providers who are located worldwide. If you are visiting our site from outside the United States, be aware that your information may be transferred to, stored, and processed in the United States where our servers are located, and our central database is operated. By using our service, you consent to any transfer of this information.

**CONTACT US**
American Society of Landscape Architects
636 I (Eye) St., NW
Washington, DC 20001-3735
### Agenda Item #3: Finance and Investments Report

**Purpose:** To report on the Society's financial activities through July 31, 2018, and its cash and reserves as of Wednesday August 8, 2018.

**History and Background:** Just off the financial press - ASLA is reporting a loss of $1,813,161 with revenues of $4.8 million and expenses of $6.6 million through the seven months ended July 31, 2018. To date, expenses are below budget by $233,497 and revenues are below budget by $289,449. The year-to-date exceeds the budget by $55,402. Please note that it is not uncommon for ASLA to report a loss for up to three quarters of each year depending on the closing date of the annual meeting (October 22, 2018).

**Cash and Reserves**

<table>
<thead>
<tr>
<th>Operating Reserve:</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating cash</td>
<td>$397,005</td>
</tr>
<tr>
<td>Short-term reserve at Schwab</td>
<td>500,000</td>
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<tr>
<td>Money market at bank</td>
<td>2,481,190</td>
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<tr>
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<td><strong>$3,378,195</strong></td>
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<table>
<thead>
<tr>
<th>Long-term reserve:</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$46,838</td>
</tr>
<tr>
<td>Equities (stocks)</td>
<td>2,297,199</td>
</tr>
<tr>
<td>Fixed income (bonds)</td>
<td>1,898,593</td>
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<tr>
<td>Other assets</td>
<td>894,749</td>
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<td><strong>$5,137,379</strong></td>
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</tbody>
</table>

ASLA has an unrealized gain of $123,336, or two percent in the long-term reserve through August 9, 2018.

**Governing Rules/Procedures:** The Board of Trustees is charged with adopting the annual program and budget of the Society, in addition to monitoring performance.
<table>
<thead>
<tr>
<th><strong>Strategic Objectives:</strong></th>
<th>Exercise responsible financial management and administrative oversight to ensure effective use of the Society's resources.</th>
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<tbody>
<tr>
<td><strong>Financial Impact:</strong></td>
<td>The financial information provides the Executive Committee operational progress on the annual program budget.</td>
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<tr>
<td><strong>Action Requested:</strong></td>
<td>Review</td>
</tr>
<tr>
<td><strong>Staff Contact:</strong></td>
<td>O'Brien</td>
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<tr>
<td>Agenda Item #4: Great Plains Chapter Name Change</td>
<td>Action</td>
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<tr>
<td><strong>Purpose:</strong> To rename the “Great Plains Chapter” to the “Nebraska-Dakotas Chapter” to more accurately reflect the actual states included within its boundaries.</td>
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**History and Background:** The Great Plains chapter was founded in 1939 and comprises the states of North Dakota, South Dakota, and Nebraska. The chapter currently has 82 full members, 17 associate members and three honorary members. The chapter executive committee feels that changing the name to reflect the actual states included within the boundaries will assist their leadership and members in their advocacy, fundraising, and members’ efforts.

The chapter executive committee developed a three-step process to engage the chapter membership:

1. Informed the members of this proposed change via an email sent to entire chapter membership. The text from this email is attached for your reference.
2. They engaged their long-term members via one-on-one telephone conversations with the current trustee, John Royster, FASLA.
3. Took a “straw poll” of the entire membership to allow all members to express their opinion and determine if there were any fatal flaws regarding the name change.

The results (attached) reflect that the chapter membership supports the name change.

**Governing Rules/Procedures:** ASLA Bylaws, Article 7, Section 705. The executive committees of the affected chapters shall approve proposed changes in the established territorial limits of chapters or boundaries between chapters. Proposals as approved by the affected chapters shall be reviewed by the Executive Committee of the Society and forwarded, with recommendation, to the full Board of Trustees. An affirmative vote by two-thirds (2/3) of the voting members of the Board of Trustees present at a meeting shall be required for approval.

**Strategic Objectives:**

Support and train professional and student chapters and chapter leaders to enable the chapters to better support, serve, and advocate for the members.

**Financial Impact:** N/A

**Action Requested:** Recommend approval of the renaming of the Great Plains chapter to Nebraska-Dakotas Chapter for consideration by the Board at its fall meeting.

**Staff Contact:** Curt Millay
Agenda Item #5: Professional Licensure Policies

**Purpose:** To review and approve the proposed changes to ASLA’s suite of public policies on professional licensure.

**History and Background:** In 2002 the Board of Trustees approved a suite of Professional Licensure policies. These policies have not been updated since. Below is a short summary of key revisions and updates to the attached policies.

**Professional Licensure:** The proposed amended public policy on Professional Licensure strengthens the policy position of the organization by emphasizing that the only effective means of protecting the public’s health, safety, and welfare is by professional licensure of the practice of landscape architecture. Additionally, the amended policy stresses that licensure is granted through a statutory process where education, experience, and examination demonstrates competency and qualification for landscape architecture professionals to provide services that protect the public’s health, safety, and welfare, and helps to ensure that landscape architects can compete within the regulated marketplace of design professions.

**Definition of Landscape Architecture:** The amended Definition of Landscape Architectural Practice policy emphasizes that the definition of the scope of practice provides the basis for the regulatory system and identifies work for which a professional license is necessary for the health, safety, and welfare of the public. The proposal also provides greater detail on services that are included in, but not limited to, the licensed scope of the professional practice.

**Prerequisites for Landscape Architecture:** The amended Prerequisites policy emphasizes the necessity of the three-prong basis for licensure (education, experience, and examination) to establish "minimum professional competency" in the protection of the public’s health, safety, and welfare. Additionally, the amended policy underscores that education from a LAAB accredited program serves as the standard for licensing, but also states that “equivalent” alternative paths may be considered.

**Reciprocity:** The amended Reciprocity policy stresses that reciprocal licensure should “promote” the interstate practice of professional landscape architecture and protect the public’s health, safety, and welfare.

**Enforcement:** The amended Enforcement policy highlights that enforcement is essential in protecting the public’s health, safety, and welfare.

**Universal Designation:** In 2011 the Board of Trustees adopted the Professional Licensure: Universal Designation policy. This policy was reviewed alongside the other Professional Licensure policies, however the Policy and Licensure Committees determined amendments were not needed at this time.
Governing Rules/Procedures: ASLA Bylaws, Section 802: Adoption, amendment, or repeal of public policies on matters of professional interest or concern shall require an affirmative vote by two-thirds (2/3) of the entire voting membership of the Board of Trustees.

Strategic Objectives:

- Advance the image, visibility, and understanding of the profession with client groups, public policy makers, allied professions, media, and the general public.

- Promote adoption of laws and regulations that: enhance the design, planning, and stewardship of the natural and built environment; and foster a business and regulatory climate that supports the practice of landscape architecture.

- Keep the profession and the Society in the lead on critical and emerging practice areas and issues.

Financial Impact: N/A

Action Requested: Review and approval of the policy revisions for BOT consideration at the 2018 Fall Meeting.

Staff Contact: Elizabeth Hebron
<table>
<thead>
<tr>
<th><strong>Agenda Item #5: Public Policy: Memorials</strong></th>
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<tbody>
<tr>
<td><strong>Purpose:</strong> To review and approve the proposed changes to ASLA’s public policy on Memorials.</td>
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<tr>
<td><strong>History and Background:</strong> The Board of Trustees last approved an update to the Memorials policy in 2009. In light of recent events, the proposed amended public policy on Memorials clarifies the policy position of the organization by emphasizing the recognition of significant events and people, rather than “honoring” significant events and individuals. The policy also emphasizes that ASLA supports government facilitated public debate in reviewing, and potentially altering, memorial design under evolving, common understandings of equity, inclusion, and safety.</td>
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<tr>
<td><strong>Governing Rules/Procedures:</strong> ASLA Bylaws, Section 802: Adoption, amendment, or repeal of public policies on matters of professional interest or concern shall require an affirmative vote by two-thirds (2/3) of the entire voting membership of the Board of Trustees.</td>
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<tr>
<td><strong>Strategic Objectives:</strong></td>
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<tr>
<td>• Advance the image, visibility, and understanding of the profession with client groups, public policy makers, allied professions, media, and the general public.</td>
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<tr>
<td>• Promote adoption of laws and regulations that: enhance the design, planning, and stewardship of the natural and built environment; and foster a business and regulatory climate that supports the practice of landscape architecture.</td>
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<tr>
<td>• Keep the profession and the Society in the lead on critical and emerging practice areas and issues.</td>
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<tr>
<td><strong>Financial Impact:</strong> N/A</td>
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<tr>
<td><strong>Action Requested:</strong> Review and approval of the policy revisions for BOT consideration at the 2018 Fall Meeting.</td>
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<td><strong>Staff Contact:</strong> Elizabeth Hebron</td>
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<td><strong>Agenda Item #7: LAF Memorandum of Understanding</strong></td>
<td><strong>Action</strong></td>
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<td><strong>Purpose:</strong> To approve a new Memorandum of Understanding (MOU) with the Landscape Architecture Foundation (LAF).</td>
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<td><strong>History and Background:</strong> The ASLA-LAF MOU approved by the Board in 2016 expires at the end of 2018 and must be renewed. No substantive changes to the MOU are needed/recommended; only the dates for the term of the MOU have been changed in the new MOU (see attachment). The ExCom will need to approve the MOU for Board action during its fall meeting. The new MOU will become effective upon Board approval and will expire at the end of 2020.</td>
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<td><strong>Governing Rules/Procedures:</strong> The ASLA-LAF Memorandum of Understanding is approved by the Board of Trustees.</td>
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<td><strong>Strategic Objectives:</strong> Maintain effective lines of communication and promote collaboration with and among ASLA members, chapters, committees, the Board of Trustees and its Executive Committee, allied organizations, and others.</td>
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<td><strong>Financial Impact:</strong> ASLA will provide in-kind promotional and programmatic support and/or direct financial support to LAF with a value of approximately $125,000 annually. This continues the current level of support.</td>
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<td><strong>Action Requested:</strong> Review and approve the ASLA-LAF MOU for consideration by the Board at its fall meeting.</td>
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<td><strong>Staff Contact:</strong> Somerville</td>
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