Agenda

1. Approval of Minutes (Miller/Millay)  Action
2. Program and Operations Report (Somerville et al) Information
3. Finance and Investments Report (Mroz/O’Brien) Information
4. Joint Diversity Statement (Miller/Apollonio/Balon) Action
5. Annual Meeting 2024 (DePass) Action
6. Other Business Information
Minutes

Officers:
Gregory Miller, FASLA ______________ President
Shawn Kelly, FASLA ________________ President-Elect
Vaughn Rinner, FASLA _____________ Immediate Past President
Wendy Miller, FASLA ____________ Vice President, Professional Practice (2019 PE Candidate)
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

Staff:
Susan Apollonio ____________ Director, Education Programs
Shawn Balon, ASLA ____________ Manager, Career Discovery and Diversity
Roxanne L. Blackwell, Hon. ASLA ___ Director, Federal Government Affairs
Kelli Bland __________________ Manager, Meetings and Special Programs
Susanna Butler ________________ Manager, Member and Chapter Services
Susan Cahill-Aylward, Hon. ASLA___ Managing Director, Information and Professional Practice
Joyce E. DePass ________________ Director, Meetings and Special Programs
Elizabeth Hebron ________________ Director, State Government Affairs
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

Guests:
David Cutter, ASLA ______________ Candidate, 2018 President-Elect
1. **Call to Order**

President Miller called the meeting to order at 11:01am on Friday, January 12, 2018.

2. **Roll Call**

All officers were present.

3. **Minutes of Previous Regular Meeting**

IT WAS MOVED BY MS. MARTIN AND SECONDED BY MS. BLAKEMAN TO APPROVE THE MINUTES OF THE PREVIOUS MEETING. MOTION CARRIED UNANIMOUSLY.

4. **Presidents Report**

President Miller reviewed his activities since the annual meeting in Los Angeles to include the 2018 annual meeting kickoff in Philadelphia, planning meetings at the ASLA Center, and the upcoming Presidents Council in San Diego.

5. **Program and Operations Report**

EVP Somerville reviewed highlights to include recruitment for government affairs positions and the honors and awards position; professional development for staff; the Blue Ribbon Panel on Climate Change and Resilience; the Chinatown Green Street Demonstration project; use of video for this year’s annual report to the members; and the Frameworks communication project with the Presidents Council organizations.


VP Mroz and Treasurer O’Brien reported on financial activities through November 30, 2017, and cash and reserves as of December 13, 2017. ASLA is reporting a profit of $524,303 with revenues of $12 million and expenses of $11.5 million through the 11 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. Auditors are beginning the annual audit and will be in the office end of February or beginning of March.

7. **Strategic Planning: Results and Outcomes Analysis**

EVP Somerville and President Miller provided a review of the strategic planning process including identification of goals and objectives, program and budget planning, and analysis of year-end results. VPs and staff provided significant 2017 results and outcomes across program areas with an emphasis on emerging professionals, diversity, career discovery, and climate change.

8. **Diversity Training**

The Executive Committee and senior staff took part in a diversity training session to support efforts towards equity, diversity, and inclusion amongst stakeholder groups. The training included discussion of the dangers of bias and group think and how ASLA leadership can create a more inclusive
community. Future trainings are planned for the Board of Trustees, Chapter Presidents Council, and staff.

9. Joint Diversity Statement

The Executive Committee reviewed proposed revisions to the Presidents Council’s joint statement on diversity, “Mirroring the Nation: Landscape Architecture and the Future of the Profession.” The committee provided input. The next step will be sharing the revisions at the upcoming Presidents Council meeting.

10. LAF Update

Ms. Guthrie provided an update on LAF to include progress on the LAF declaration as well as its fundraising campaign, strategic planning, and fellowship programs.

11. IFLA

The Executive Committee discussed issues related to ASLA membership and participation in IFLA.

12. CONFIDENTIAL: Strategic Planning/Baldrige

EVP Somerville reviewed the strategic planning process and the updated organizational profile, and provided the committee with an overview of the Baldrige Framework and how it is being used by ASLA.

13. Other Business

Discussions topics included increasing the staff bonus pool and the time of the monthly ExCom calls. The committee decided to move the start time of monthly calls from 11:00am to 12:00pm to accommodate those members from the west coast.

IT WAS MOVED BY MR. MROZ AND SECONDED BY MS. RINNER TO INCREASE THE STAFF BONUS POOL FOR 2017 AND 2018 FROM $125,000 TO $150,000, CONTINGENT UPON EXISTING TRIGGERS. MOTION CARRIED UNANIMOUSLY.

14. Time and Place of Next Meeting

The time and place of the next meeting will be Wednesday, April 25, 2018, in Washington, DC.

There being no further business at 4:00pm on Saturday, January 13, 2018, the meeting adjourned.

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:

**Rebranding.** The new brand will be introduced to all members beginning February 20 with a story in LAND. Actual transition for national will begin in April, with new business cards, communications tools, and member pins. Work has begun to design a refresh of the homepage in line with the new brand, and chapters will receive access to their aligned logos, to be followed by chapter-specific brand guidelines document and generally available font recommendations. Adoption of the new mark and standards will roll out through the year as resources allow, but use of the current mark will cease.

**Chinatown Green Street meetings.** On January 29 and 30, ASLA met with the Chinatown Green Street Demonstration Project property owner stakeholders and the Design Workshop (DW) project design team. The DW team gained insight into the needs and issues facing the property owners and began to develop sketch concepts for several areas along I Street between 6th and 7th Streets. Additional stakeholder and community meetings are planned for March.

**Presidents Council Meeting.** President Miller, President-Elect Kelly, and EVP Somerville attended the Presidents Council in San Diego in mid-January. Topics included an update and discussion on landscape architecture data/demographic trends, revisions to the joint statement on diversity, the joint FrameWorks Institute communications project, and a special session on the potential effects of technological advances on landscape architecture based on the thesis/projections from *The Future of the Professions* by Richard and Daniel Susskind.

**DOEE People’s Choice Award.** The Department of Energy and Environment (DOEE) is hosting its annual 2018 People’s Choice Awards and ASLA has been nominated for the honor of *most popular green business or organization* in the District. Vote us in!

### 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 December 31, 2017, and its cash and reserves as of February 15, 2018.

**Operations:** ASLA is reporting a net profit of $884,711 (Investments $596,484 and operations $288,227) with revenues of $13,450,437 and expenses of $12,566,726 through the 12 months ended December 31, 2017. For the year, expenses are below budget by $167,469 and revenues exceeded the budget by $697,636. Please note that the numbers are not final. The auditors will be in the office next week.

**Cash and Reserves:**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Cash (operating fund)</td>
<td>$520,383</td>
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<tr>
<td>Short-term reserve (operating fund)</td>
<td>$476,145</td>
</tr>
<tr>
<td>Long-term reserve: Cash</td>
<td>$35,163</td>
</tr>
<tr>
<td>Equities (stocks)</td>
<td>$2,242,789</td>
</tr>
<tr>
<td>Fixed income (bonds)</td>
<td>$1,798,356</td>
</tr>
<tr>
<td>Other assets</td>
<td>$826,110</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$4,902,418</strong></td>
</tr>
<tr>
<td>Money market at bank (operating fund)</td>
<td>$3,910,639</td>
</tr>
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ASLA has an unrealized loss of $8,221 in the long-term reserve through February 15, 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.

**Action Requested:** n/a

**Staff Contact:** Michael O’Brien
### Agenda Item 4: Joint Diversity Statement

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<th><strong>Purpose:</strong> Review and approve the revised joint statement on diversity, <em>Mirroring the Nation: Landscape Architecture and the Future of the Profession.</em></th>
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**History and Background:** At the winter meeting of the Executive Committee, the committee reviewed and provided input on revisions to the joint statement on diversity adopted by the Presidents Council organizations in 2015. The revisions reflected input from participants in the 2017 Diversity SuperSummit.

Following the winter meeting, the proposed draft revisions were presented and discussed at the July 23-24 meeting of the Presidents Council. Further revisions (below) were made to the statement based on that input.

The Executive Committee is asked to review and approve the final revisions for full Board action in April.

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<th><strong>Governing Rules/Procedures:</strong> N/A</th>
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**Strategic Objectives:** Promote landscape architecture as a career option and foster diversity in the profession.

**Financial Impact:** No immediate fiscal impact. Board-adopted diversity goals will be incorporated in 2019 program and budget planning.

**Action Requested:** Approval of revisions to “Mirroring the Nation.”

**Staff Contact:** Susan Apollonio, Shawn Balon
For the profession of landscape architecture to remain relevant and responsive, it must better represent the communities and people it serves. Greater diversity brings new perspectives and thought leadership, strengthens professional/community connections, and supports social equity.

The undersigned organizations hereby make a commitment to increase resources and actions that: recruit and retain underrepresented students to landscape architecture programs, help mentor graduates through licensure into professional life and leadership, and maintain inclusive professional practice standards fostering an inclusive and welcoming practice environment. Together, we pledge to work toward a diverse profession fully reflective of our nation. By 2025, we will endeavor to achieve a professional profile that correlates with the 2012 population-share estimates*, while working toward the longer-term goal of parity with 2060 projections for the nation as a whole.


After years of stagnation, the profile of graduating landscape architects showed a significant shift beginning in 2014 according to the ASLA Survey of Graduating Students (SGS). The 2014 SGS reported 70 percent Caucasian, 1 percent Black, 1 percent American Indian, 15 percent Asian, 1 percent Other, and 14 percent Hispanic. Using Landscape Architectural Accreditation Board annual reports, the 2017 profile is 54 percent Caucasian, 3 percent Black, 0.3 percent American Indian, 24 percent Asian, 1.7 percent Other, and 7 percent Hispanic. What is not known at this point is the number of graduating students who are from other countries and thus may be skewing the data.