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

Guest:
- David Cutter, ASLA ________________ President-Elect Candidate

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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. New Student Affiliate Chapter Petition (Miller/Millay) | Action
5. New Student Chapter Petition (Miller/Millay) | Action
6. Other Business | Information
Minutes

1. Call to Order

   President Miller called the meeting to order at 12:03pm on Wednesday, February 21, 2018.

2. Roll Call

   All were present except Ms. Guthrie.

   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  
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   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  

   Guest:  
   David Cutter, ASLA ______________ President-Elect Candidate  

3. Minutes of Previous Regular Meeting

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

4. Program and Operations Report

   EVP Somerville discussed the Chinatown Green Street meetings held in January last month and next steps for design development and stakeholder engagement. She provided a summary of the recent Presidents Council meeting in San Diego and the nomination of ASLA to receive a people’s choice award from the DC Department of the Environment. Director Poltrack discussed the rollout of the new brand, including discussions with chapters to help them prepare for the new brand introduction.
5. Finance Update

VP Mroz and Treasurer O’Brien reported on financial activities through December 31, 2017, and cash and reserves as of February 15, 2018. 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 $530,167. The yearly net profit improves on the budget by $697,636. Please note that the numbers are not final. The auditors will be in the office next week.

6. Joint Diversity Statement

EVP Somerville reviewed revisions to the diversity statement resulting from input from the Presidents Council.

IT WAS MOVED BY MR. KELLY AND SECONDED BY MR. MROZ TO ACCEPT THE JOINT DIVERSITY STATEMENT AS REVISED. MOTION CARRIED UNANIMOUSLY.

7. Annual Meeting 2024

Director DePass presented Washington, D.C., and Boston as potential sites for the ASLA 2024 Annual Meeting and EXPO, with the recommendation that the committee approve D.C. The year 2024 is the 125th anniversary of ASLA’s founding and the ASLA Annual Meeting and EXPO was last held in Washington, D.C. in 2010. The dates for the annual meeting in D.C. are October 6-9, 2024.

IT WAS MOVED BY MS. RINNER AND SECONDED BY MS. BLAKEMAN TO APPROVE WASHINGTON, DC, AS THE SITE FOR THE 2024 ASLA ANNUAL MEETING AND EXPO. MOTION CARRIED UNANIMOUSLY.

8. Other Business

Secretary Millay discussed registration for the spring meeting and the upcoming priority surveys.

There being no further business, the meeting adjourned at 12:47pm on Wednesday, February 21, 2018.

Prepared by: Curt Millay, ASLA

Approved:
### Agenda Item #2: Program and Operations Report

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

<table>
<thead>
<tr>
<th>Information/Discussion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>History and Background:</strong></td>
</tr>
<tr>
<td><strong>Chinatown Green Street.</strong> The Site Sustainability Task Force met with ASLA staff, Design Workshop, and other extended design team members on March 7 to review design alternatives for the Chinatown Green Street Demonstration Project. The draft communications plan prepared by consultant Kevin Fry was also discussed. The task force attendees included President Gregory Miller, FASLA, past presidents Chad Danos, FASLA, and Thomas Tavella, FASLA, and other member experts. Later in the day, the design team and ASLA staff met with key stakeholders on the block to continue to gather input and to review current project strategies and concept alternatives. Design Workshop provided a virtual reality demonstration for the task force and stakeholders to visualize the conceptual designs.</td>
</tr>
<tr>
<td><strong>Baldrige update.</strong> Review of issues identified in the 2017 Malcolm Baldrige National Quality Award (MBNQA) feedback report and preparation of the 2018 application are continuing. Current focuses include review and enhancement of survey/evaluation practices to obtain actionable data and enable benchmarking. A staff “summit” on surveys, scheduled for later in the month, will include a consultant-led training session on best practices in surveys/polling. EVP Somerville and Managing Director Lent presented “Maximize Performance: The Baldrige Excellence Framework for Associations” at the American Society of Association Executives’ Great Ideas Conference on March 12. In other Baldrige news, Lent has been accepted as an examiner for the 2018 MBNQA.</td>
</tr>
<tr>
<td><strong>Spring governance meetings.</strong> In preparation for the spring meetings, the annual programs and priorities survey has been sent to the Board, chapter presidents, and staff. Results will be presented in the pre-meeting webinar to be held on April 3 and will inform strategic planning for 2019 and beyond. The April 3 webinar will also include key updates on programs across all departments. Also planned prior to the spring meeting are a webinar with the officer candidates and a conference call with the Board Performance Task Force.</td>
</tr>
<tr>
<td><strong>Dues recommendation.</strong> In 1999, the Board of Trustees established a policy calling for the evaluation of dues every two years. The Finance and Investments and the Member Services Committees are responsible for evaluating the dues structure and making recommendations to the Board of Trustees. The criteria used in the evaluation are: 1) the Consumer Price Index (CPI); 2) total dues revenue as a percentage of the budget; and 3) the cost of programs and services. The CPI and the cost of programs and services are reviewed to address the effects of inflation on the Society’s programs. Dues as a percentage of the budget relates to an IRS guideline for 501(c)6 not-for-profit organizations such as ASLA. While the threshold for the IRS guideline is not specifically stated, it is important for a membership organization to keep dues as a substantial percentage of the overall revenue to maintain tax-exempt status. The Member Services Committee has reviewed the recommendation and the Finance and Investments Committee will review it on Tuesday, March 20.</td>
</tr>
<tr>
<td>Governing Rules/Procedures:</td>
</tr>
<tr>
<td>----------------------------</td>
</tr>
<tr>
<td>Action Requested:</td>
</tr>
<tr>
<td><strong>Staff Contact:</strong></td>
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</tbody>
</table>
AGENDA ITEM #3: Finance and Investments Report

**Purpose:** To report on the Society’s financial activities through February 28, 2018, and its cash and reserves as of March 15, 2018.

**Operations:** Currently, ASLA is reporting a loss of $571,279 with revenues of $1.2 million and expenses of $1.8 million through the two months ended February 28, 2018. To date, expenses are below budget by $148,832 and revenues are below budget by $100,483. The year-to-date loss improves on the budget by $48,349. 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.

**Cash and Reserves:**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash (operating fund)</td>
<td>$140,285</td>
</tr>
<tr>
<td>Short-term reserve (operating fund)</td>
<td>$476,418</td>
</tr>
<tr>
<td>Long-term reserve: Cash</td>
<td>$37,939</td>
</tr>
<tr>
<td>Equities (stocks)</td>
<td>$2,254,273</td>
</tr>
<tr>
<td>Fixed income (bonds)</td>
<td>$1,806,310</td>
</tr>
<tr>
<td>Other assets</td>
<td>$848,346</td>
</tr>
<tr>
<td>Total</td>
<td>$4,946,868</td>
</tr>
<tr>
<td>Money market at bank (operating fund)</td>
<td>$2,520,701</td>
</tr>
</tbody>
</table>

ASLA has an unrealized gain of $36,229, or one percent in the long-term reserve through March 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: Student Affiliate Chapter Petition**

**Purpose**: To present for committee review and consideration a letter from the ASLA California San Diego Chapter endorsing establishment of a student affiliate chapter at Southwestern College.

**History and Background**: The California San Diego Chapter Executive Committee voted to endorse a petition for the establishment of a student affiliate chapter at Southwestern College in San Diego, California. Due to lack of participation in the current Cuyamaca College student affiliate chapter, the professional chapter is requesting the student affiliate chapter be transferred to Southwestern College. In addition, the chapter would allow student affiliates from surrounding institutions to belong to the new Southwestern chapter. Southwestern College offers a certificate in landscape and nursery technology and both a certificate and associates degree in landscape architecture.

The proposed bylaws of the new student affiliate chapter have been reviewed and approved by the Constitution and Bylaws Committee.

**Governing Rules/Procedures**: ASLA Bylaws, Section 739: Student affiliate chapters may be chartered by the Executive Committee of the Society at educational institutions that desire an affiliation with ASLA and are recognized by a sponsoring ASLA chapter, but do not qualify as student chapters under the requirements established in the Bylaws. Such institutions may include, but are not limited to, those that grant an associate degree in landscape architecture or related courses of study, such as landscape design, horticulture, architecture, engineering, planning, or the natural and social sciences; or secondary schools that support landscape architecture as a possible career path.

Approval of chapter petitions for establishment of student affiliate chapters shall require an affirmative vote by a majority of the Executive Committee of the Society present and voting.

**Action Requested**: Approval of the California San Diego request for establishment of a student affiliate chapter at Southwestern College.

**Staff Contact**: Curt Millay
January 11, 2018

Gregory A. Miller, FASLA, President
ASLA Executive Committee
636 Eye Street, NW
Washington, D.C. 2001-3736

Dear Gregory:

On behalf of the San Diego Chapter, I am pleased to submit our recommendation to the ASLA National Executive Committee to consider and approve a new Student Affiliate Chapter at Southwestern College.

On November 16, 2017, the San Diego Chapter Executive Committee voted unanimously to recommend the establishment of a Student Affiliate Chapter status at Southwestern Collage be recognized by ASLA national.

Our Executive Committee feels that Southwestern College’s landscape architecture educational programs would derive value from their affiliation with ASLA while returning this value to the profession via emerging Landscape Architects that have a working knowledge of the benefits of ASLA membership.

Enclosed is the letter from Southwestern College requesting ASLA Student Affiliate Chapter status. We have informed Donald Schultz, Chairman of the Cuyamaca College Ornamental Horticulture Department where our current Student Affiliate Chapter was formed, that the ASLA San Diego Chapter is requesting that ASLA national staff move our ASLA Student Affiliate Chapter from Cuyamaca College to Southwestern College.

Please contact us if we can provide any further information based on this request.

We look forward to supporting this new ASLA Student Affiliate Chapter in San Diego.

Sincerely yours in Landscape Architecture,

Michael Brennan, ASLA
President
michael@cd-la.com

Philip Armstrong, ASLA
President-Elect
phil@lightfootpg.com

Nate Magnusson, ASLA
Past President
nmagnusson@schmidttdesign.com
January 9, 2018

Mr. Michael Brennan, President
ASLA San Diego Chapter
1050 Rosecrans Street, Suite B
San Diego, CA 92106

Dear Mr. Brennan,

I am writing on behalf of the faculty, staff and students of Southwestern College, to ask the ASLA San Diego Chapter to endorse an ASLA student affiliate chapter on our campus. The Southwestern College Landscape and Nursery Technology (LNT) and Landscape Architecture (LA) departments include long established programs where we offer both a Certificate and an Associate of Science Degree in Landscape Architecture. Our Landscape Architecture program and related curriculum development is led by Ms. Michelle Landis, a locally registered landscape architect with support from Mr. Michael Watts, also a registered landscape architect. Our program focuses on public space design, residential design and an added focus on regional sustainability. I believe our campus is a valuable location to support the professional ASLA chapter with a student affiliate chapter that will be available for access by all landscape architecture students in the region.

If the ASLA San Diego Chapter chooses to endorse our efforts to establish a student chapter, the student representative and point of contact for the executive board this year would be Mr. Lane Niehuser. In addition, ASLA representatives from Southwestern College College would be our aforementioned adjunct faculty and industry professionals Michelle Landis and Michael Watts. Ms. Landis and Mr. Watts will serve as co-chairs of this student affiliate chapter. In addition, myself and Mr. Mark Valen, the LNT and LA department coordinator, will serve as full time faculty points of contact.

Please feel free to contact me if you have further questions regarding this request or our program. Our students and faculty appreciate your consideration of this request.

Mink Stavenga, D.B.A.
Dean, School of Business and Technology
(619) 482-6569
### Agenda Item #5: Student Chapter Petition

<table>
<thead>
<tr>
<th>Purpose:</th>
<th>To present for committee review and consideration a letter from the ASLA Ohio Chapter endorsing establishment of a student chapter at the University of Cincinnati.</th>
</tr>
</thead>
<tbody>
<tr>
<td>History and Background:</td>
<td>The Ohio Chapter Executive Committee voted to endorse a petition for the establishment of a student chapter at the University of Cincinnati. Though the program is new, the students and faculty have already become a welcomed part of the professional community. The program currently enrolls 5 students, and all of them intend to join the student chapter. The proposed bylaws of the new student chapter have been reviewed and approved by the Constitution and Bylaws Committee.</td>
</tr>
<tr>
<td>Governing Rules/Procedures:</td>
<td>ASLA Bylaws, Section 729: Student chapters may be chartered by the Executive Committee of the Society at educational institutions that: 729.1 grant a degree in landscape architecture at the baccalaureate or higher level from a program in landscape architecture that is accredited by an organization recognized by the Society; 729.2 or, grant a degree in landscape architecture at the baccalaureate or higher level from a program in landscape architecture that is recognized by a sponsoring ASLA chapter; 729.3 or, grant a certificate of completion from a program in landscape architecture that is recognized by a sponsoring ASLA chapter and accepted by the state licensing board as satisfying the educational requirements for admission to the state licensing examination. Approval of chapter petitions for establishment of student chapters shall require an affirmative vote by a majority of the Executive Committee of the Society present and voting.</td>
</tr>
<tr>
<td>Action Requested:</td>
<td>Approval of the Ohio chapter’s request for establishment of a student chapter at the University of Cincinnati.</td>
</tr>
<tr>
<td>Staff Contact:</td>
<td>Curt Millay</td>
</tr>
</tbody>
</table>
February 8th, 2018

ASLA Executive Committee
Gregory A. Miller, FASLA - President
American Society of Landscape Architects
636 Eye Street, NW
Washington, DC 20001-3736

Dear President Miller,

On behalf of the Ohio Chapter of the American Society of Landscape Architects, I would like to recommend approval of the Student Chapter ASLA request from the newly formed MLA program at the University of Cincinnati's College of Design, Architecture, Art, and Planning.

Though the program is new, the students and faculty have already become a welcomed part of the professional community. The program currently enrolls 5 students, and all of them intend to join the student chapter.

The Landscape Architecture department at University of Cincinnati would like to formally request the creation of a Student Chapter of the American Society of Landscape Architects. They have presented this request, along with a copy of their Bylaws to our chapter leadership for consideration. These documents were reviewed and approved by a joint session of our Executive Committee on Wednesday, December 12, 2017. We now would like to move to the next step in the process and hereby formally request your consideration from the national ASLA Executive Committee.

Feel free to contact me at your convenience with any questions or comments about this proposal.

Thank you for your consideration.

Sincerely,

Ashley Solether, PLA, ASLA
MKSK Urban Designer/Landscape Architect
President
Ohio Chapter ASLA
Student Chapter ASLA – University of Cincinnati
Request to Form a Chapter

Dear Executive Committee of the Ohio Chapter of the ASLA,

The faculty and students of the Landscape Architecture Program at the University of Cincinnati request your support to form the University of Cincinnati Student Chapter of the ASLA (UCSCASLA).

Our program offers the following Master of Landscape Architecture (MLA) degrees and a dual degree with Master of Community Planning (MCP):

- **MLA I**: 80 credit, 6 semester First Professional Degree (seeking accreditation candidacy) with a minimum of one co-op experience (domestic or international).
- **MLA IIA**: 48 credit, 5 semester Post Professional degree with a minimum of two co-ops (domestic or international), with a thesis collaboration focusing on the business of design and the design of business.
- **MLA IIB**: 48 credit, 4 semester Post Professional degree with a minimum of one co-op experience (domestic or international) with a thesis collaboration in fields within the College of Design, Architecture, Art, and Planning such as fine art, industrial design, or others.
- **MLA I / MCP**: 120 credit, 9 semester First Professional MLA I (seeking accreditation candidacy) and Accredited MCP, with a minimum of two co-ops (domestic or international).

These are the currently enrolled students (Class of 2019). Each of them intends to join the UCSCASLA:

- Kyle McGurn
- Nathaniel Adams
- Sadaf Arsalani
- Sadaf Khalilzare
- Laura Noel

We look forward to working with the Ohio Chapter of the ASLA to advance the profession of Landscape Architecture.

Respectfully submitted,

Virginia L. Russell, FASLA, PLA
Professor of Landscape Architecture
Director, Landscape Architecture and Urban Horticulture Programs