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

Agenda

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Minutes

1. Call to Order

President Miller called the meeting to order at 9:04 a.m. on Wednesday, April 25, 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 (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  
Kay Williams, FASLA ______________ Parliamentarian

Non-voting Member:  
Jennifer Guthrie, FASLA _____________ LAF Representative

Staff:  
Susan Apollonio ________________ Director, Education Programs  
Roxanne L. Blackwell, Hon. ASLA ___ Director, Federal Government Affairs  
Kelli Bland ________________ Manager, Meetings and Special Programs  
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  
Julia Lent, Hon. ASLA _____________ Managing Director, Member and Chapter Services  
Bradford McKee ________________ Editor in Chief, Landscape Architecture Magazine  
Terence J. Poltrack ______________ Director, Public Relations and Communications  
Ron Sears _________________ Director, Resource Development  
Keith Swann ________________ Special Assistant to the Executive Vice President
3. Minutes of Previous Regular Meeting
The minutes of the February 21 Executive Committee conference call were presented.

IT WAS MOVED BY MS. WARREN AND SECONDED BY MS. MARTIN TO APPROVE THE MINUTES OF THE FEBRUARY 21 MEETING. MOTION CARRIED UNANIMOUSLY.

The minutes of the March 21 Executive Committee conference call were presented.

IT WAS MOVED BY MS. MILLER AND SECONDED BY MS. BLAKEMAN TO APPROVE THE MINUTES OF THE MARCH 21 MEETING. MOTION CARRIED UNANIMOUSLY.

4. Program and Operations Report
EVP Somerville discussed the submission of the 2018 Baldrige application; Director Poltrack provided an update on the new branding implementation; Director Hebron provided an update on licensure activity across the country; Somerville reviewed leadership trips to CSLA and APA. She discussed the release of the Blue Ribbon Panel Report on Climate Change and Resilience, the FrameWorks project, and the results of the programs and priorities surveys.

5. Finance Update
VP Mroz and Treasurer O’Brien reported on financial activities through the first quarter of 2018. Finances are better than budgeted overall. Mroz noted 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. We have an improvement of $240,000 over our loss at this time last year; expenses are less than budgeted as well as at this time. Mroz and O’Brien reviewed cash and reserves, long-term reserves, and unrealized gain due to the market.

6. Dues Recommendation
Finance and membership presented the evaluation of dues and dues increase recommendation from the Finance and Investments Committee and the Member Services Committee as follows: An increase of four (4) percent or fifteen (15) dollars, effective January 1, 2019, for Full, International, and Affiliate Members, with no dues increase in 2020; no dues increase for Associates and Students.

IT WAS MOVED BY MR. KELLY AND SECONDED BY MS. MARTIN TO APPROVE THE DUES RECOMMENDATION FOR CONSIDERATION BY THE BOARD. MOTION CARRIED UNANIMOUSLY.

7. Public Policy: Urban Growth and Development
VP Martin and Director Hebron presented proposed changes to ASLA’s Urban Growth and Development public policy for review and approval by the Executive Committee based on the Policy Committee’s recommendations. The Executive Committee made an additional revision to the first sentence of the policy as follows: “The American Society of Landscape Architects believes that responsible social, economic, and ecological practices are critical to the sustainable development of our urban environments.”
IT WAS MOVED BY MS. BLAKEMAN AND SECONDED BY MS. WARREN TO APPROVE THE
POLICY STATEMENT REVISIONS AS RECOMMENDED BY THE POLICY COMMITTEE AS
REVISED BY THE EXECUTIVE COMMITTEE. MOTION CARRIED UNANIMOUSLY.

8. Membership Satisfaction Survey Results
Director Lent reviewed and presented results from the 2018 member satisfaction survey.

9. Student Awards Eligibility
The Executive Committee discussed the eligibility criteria for the student awards program. This year,
concerns were raised about the impact that the current eligibility requirements have on MLA students
who do not qualify for student membership. The Honors and Awards Committee and the 2018
student awards jury will also discuss this issue and provide input to the Executive Committee for
further discussion at the summer meeting.

10. Student Affiliate Chapter Petition
Secretary Millay presented a petition from the Colorado Chapter to form a student affiliate chapter at
the University of Colorado at Boulder.

IT WAS MOVED BY MR. KELLY AND SECONDED BY MS. WARREN TO APPROVE THE
FORMATION OF THE UNIVERSITY OF COLORADO BOULDER STUDENT AFFILIATE CHAPTER.
MOTION CARRIED UNANIMOUSLY.

11. BOT Meeting Review and Preparation
The committee reviewed facilitation and discussion for the VP candidate round robin and the
membership categories and privileges breakout groups at the BOT meeting.

12. Nominating Committee Appointment
The Executive Committee selected a Fellow to serve a two-year term on the Nominating Committee.

13. Other Business
No other business was discussed.

14. Time and Place of Next Meeting
The time and place of the next meeting will be Friday-Saturday, July 20-21, 2018, in Albuquerque,
New Mexico.

There being no further business, the meeting adjourned at 1:41 p.m. on Wednesday, April 25, 2018.

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:

**Chinatown Green Street.** During the week of the spring governance meetings, the design team attended a second PDRM meeting with DC agencies and received further feedback on proposed interventions. Interviews with short-listed firms for construction management, geotechnical services, and permit expediting are scheduled in the next few weeks. Preparations are underway for a public open house to be held on June 27. Collateral materials including an updated webpage are currently in development.

**Blue Ribbon Panel on Climate Change and Resilience.** A final draft of the Blue Ribbon Panel report and recommendations will be circulated to the panelists for review the week of May 14. Thursday, June 14, has been selected as release date, which will be preceded by promotional activities and blog/video postings.

**ASLA Center Activities.** On May 17, the Center will host the annual meeting of the Real Estate and Built Environment CEO Summit. The landscape architecture CEO Roundtable will meet in the Center on May 18-19. A meeting of the Renewable Natural Resources Foundation is scheduled for later in the month.

**FrameWorks Communications Project.** The Presidents Council’s (PC) joint FrameWorks project is set to launch. All five organizations (ASLA, CLARB, CELA, LAAB, and LAF) have signed the Memorandum of Understanding prepared by ASLA and ASLA has signed the contract with the FrameWorks Institute on the groups’ behalf. A conference call with the project management group (composed of representatives of the five PC organizations) is scheduled for May 14 to finalize the list of individuals for the expert interviews.

**2018 ASLA Annual Meeting and EXPO.** Registration and housing for the Philadelphia meeting opened to the public on Monday, May 7. With an email announcement to the 29,000-person ASLA database and the registration brochure hitting homes at the same time, registration is already pacing ahead of 2017 numbers.

### Governing Rules/Procedures:
N/A

### Strategic Objectives:
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.

### Financial Impact:
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 April 30, 2018, and its cash and reserves as of May 15, 2018.

**Operations:** Currently, ASLA is reporting a loss of $1,062,920 with revenues of $2.9 million and expenses of $3.9 million through the four months ended April 30, 2018. To date, expenses are below budget by $241,797 and revenues are below budget by $99,304. The year-to-date loss improves on the budget by $142,493. 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>
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<tbody>
<tr>
<td>Cash (operating fund)</td>
<td>$287,247</td>
</tr>
<tr>
<td>Short-term reserve (operating fund)</td>
<td>$477,146</td>
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<tr>
<td>Long-term reserve: Cash</td>
<td>$40,471</td>
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<tr>
<td>Equities (stocks)</td>
<td>$2,243,466</td>
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<tr>
<td>Fixed income (bonds)</td>
<td>$1,799,807</td>
</tr>
<tr>
<td>Other assets</td>
<td>$842,220</td>
</tr>
<tr>
<td>Total</td>
<td>$4,925,964</td>
</tr>
<tr>
<td>Money market at bank (operating fund)</td>
<td>$2,474,991</td>
</tr>
</tbody>
</table>

ASLA has an unrealized gain of $15,326 in the long-term reserve through May 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.

**Strategic Objectives:** Exercise responsible financial management and administrative oversight to ensure effective use of the Society’s resources.

**Financial Impact:** The financial information provides the Board of Trustees operational progress on the annual program budget.

**Action Requested:** n/a

**Staff Contact:** Michael O’Brien
## Agenda Item #4: Spring Meeting Breakouts Debrief

### Purpose:
To review results and takeaways from the spring BOT breakout discussions.

### History and Background:
Two breakout discussions were held at the spring Board meeting in Washington.

The first was the VP Candidate Round Robin. In a cycle of learning, a new process was initiated at the spring meeting last year to improve the candidate and trustee experience. Sitting VPs address the highlights of the position prior to the candidates’ speeches and additional time was given to groups in the breakout rooms to formulate questions appropriate to the positions. For discussion with the ExCom:
1. Is the process becoming more effective?
2. What worked well and what didn’t?
3. What were some particularly useful questions?

The second was the discussion on membership categories and privileges. The groups were asked to discuss the following topics.
- Firm use of the ASLA logo.
- A membership category for firms – implications? Advantages? Disadvantages?
- An educational subscription or membership that could substitute for a professional membership.

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

### Governing Rules/Procedures: N/A

### Strategic Objectives: N/A

### Financial Impact: N/A

### Action Requested: N/A

### Staff Contact: Nancy Somerville et al