

*The purpose of the Chapter shall be the advancement of knowledge, education, and skill in the art and science of landscape architecture as an instrument of service in public welfare. To this end, the Chapter shall promote the profession of landscape architecture and advance the practice through
advocacy, education, communication, and fellowship.*

- 1 | ADVOCACY AND AWARENESS
- 2 | MEMBERSHIP SERVICES & SUPPORT
- 3 | SHAPING THE FUTURE OF THE PROFESSION
- 4 | GOVERNANCE & MANAGEMENT



ASLA
IOWA

Strategic
Plan Goal

CALL TO ORDER

I. MEMBER OPEN FORUM

- 2 Members Wishing to Address the Executive Committee

Date: 10/15/2018
Time: 5:30 pm
Location: RDG Des Moines

II. OFFICER'S REPORTS

- 4 Secretary's Report – Review/Approve prior meeting minutes
- 4 Treasurer's Report
- 4 Trustee Update
- 4 Association Manager Update

III. COMMITTEE REPORTS

1 PUBLIC AWARENESS (PUBLIC RELATIONS)

- Park(ing) Day
- Social Media
 - Posts to celebrate Iowa landscape architects? (Doll)
- Website Rebranding templates, etc.
- Other?

1 ADVOCACY

2 MEMBER SERVICES

2 & 4 NATIONAL RECOGNITION COMMITTEE (NOMINATIONS)

3 EMERGING PROFESSIONALS (ISU CHAPTER SSLA – CHARLIE RUEB)

3 FUTURE OF THE PROFESSION

IV. NEW ACTIVITY REPORTS

3 ISU LANDSCAPE ARCHITECTURE DEPARTMENT – ROGERS

- ISU LA Dept. Welcome?

1 & 2 NEWSLETTER – GULDENPFENNIG

- Volume IIII publication date?

2 FALL SSLA/ASLA INTERACTION EVENT

- Tailgate – October 13, 2018 (ISU vs. West Virginia) Time: TBD
 - PH Elwood Residence - South Garden (Hans' House)

2 SOCIAL

- HTT Bike Ride Again?
- Nature Walk/Bike on Heart of Iowa Trail? (Josh)
 - Focus on sketching techniques or plant identification?
- Coordinate with Savanna Studio Schedule

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V. OLD ACTIVITY REPORTS

2 FALL CONFERENCE – IOWA ARBORETUM (9/18/2018) – DUNN

- Theme: Outdoors and Sustenance
- Update / What needs finalized?
- Platinum and Gold Partners invited to set up booths (Landscape Forms, Victor Stanley, Unilock)
- All Partners invited to attend.
- Add HSW to Program for printing.
- Share on Social Media

2 FELLOWS NOMINATIONS (PREP FOR 2019) – SHIELDS

- Gary Scott & Julia Badenhop will to serve on a 'Fellows Panel' to assist LAs to join the Council of Fellows.
 - Potential for an Informational Session at the 2019 Spring Conference?

4 STRATEGIC PLANNING PROCESS – SHIELDS

- Published to membership – a few comments received.
 - No direct willingness to serve on committees.
 - Basic Comments... should be very close to finalized.
 - Publish at Fall Conference?

2 GOLF OUTING RECAP – DAVIDS/SICKELS

- Financials
- Planning Process Document

3 LICENSURE - SHIELDS

- Add Information to Chapter website to assist members with Licensure renewal

3 SSLA CLUB MEMBERSHIP VS. STUDENT ASLA MEMBERSHIP – BILLICK

- Implications? Funds, Club-related benefits, Timeline?

3 RECRUITMENT (\$10,000 BUDGETED FOR 2018).

- Document Review – Hans, Sara, etc.

3 STUDENT FUNDING REQUEST FRAMEWORK - NELSON

- Final Draft

4 EXECUTIVE COMMITTEE ELECTIONS - NIEDERMYER

- 2019 New ExComm Members:
 - President-Elect: Zach Peterson, City of Davenport
 - Vice President: Brenda Nelson, Confluence
 - Treasurer: Eric Holt, Genus
 - Member-at-Large: Casey Byers, Bolton & Menk
 - Associate Member-at-Large: Nate Byro, RDG
 - New Executive Committee Members will be invited to the October ExCom Meeting to prepare for transitions.

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VII. MEETING WRAP-UP / NEXT MEETING

SET NEXT STANDING MEETING

4 OPEN FORUM – ALL

REVIEW NEW ACTION ITEMS

VIII. ADJOURN

MISCELLANEOUS INFORMATION:

DROPBOX INFORMATION

- Login: ia-asla@assocserv.com // Password: iowachapter

LOOKING AHEAD

- September 18, 2018 – Fall Conference – Iowa Arboretum
- Fall – ISU LA Dept Welcome – TBD?
- October 13, 2018 - ASLA/SSLA Tailgate
- Fall – Informal Social (HTT Bike Ride?) - TBD
- October 18-19, 2018 - BOT/CPC Fall Meetings - Philadelphia, PA
- October 19-22, 2018 - ASLA Annual Meeting and Expo - Philadelphia, PA