



**POTOMAC
CHAPTER
AMERICAN
SOCIETY OF
LANDSCAPE
ARCHITECTS**

**Executive Committee
2017-2018**

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Peter Nohrden
Stephanie Pankiewicz
Elliot Rhodeside
Abigail Thomas
Annie Varma

Student ASLA Representatives
Jake Fettig
Eva Pratt
Alex Schiavoni

Guest
James O'Day

Executive Committee Meeting Minutes

Date: Dec. 11, 2017; 12:15-1:15pm
Conference Call

<u>TIME</u>	<u>ITEM</u>	<u>REPORTER</u>
12:17	Call to Order & Attendance	Steve
12:20	Consent Agenda <ul style="list-style-type: none"> ● Approval of Nov. Minutes ● Membership Report; Lapsed Member list for contact ● Motion to accept: Mike, second: Stephen McLaughlin, All in favor 	Steve
12:25	New Business <ul style="list-style-type: none"> ● Possible Annual Conference with MD ASLA <ul style="list-style-type: none"> ○ to be held in June ○ MD ASLA hosted 2017 with about 68 attendees. MD Membership close to ours. ○ Hosted by Vectorworks-no space rental fees; the cost would be from promotion, insurance and catering ○ Need to start a task force with both chapters ○ possibly 6 LACES credits ○ assume around \$150/member ● Advertising/Marketing <ul style="list-style-type: none"> ○ Decide our target market(s) now ○ Chapter should be advertising value of profession and to our members ○ We are not targeting sponsors or simply advertising for local firms ○ Susan will create options maybe for Jan ○ When should we be emailing non members? Events that offer member discount should be emailed to entice. Non- members receive sponsor blanket emails 	Steve Susan Susan Luis
12:30	<ul style="list-style-type: none"> ● Awards pricing-same as last year? [\$155 for POASLA + \$120 for non-Chapter ASLA member] <ul style="list-style-type: none"> ○ Call for entries date is unknown. Need to talk to caterer. Sometime in January. Rough timeline for next meeting 	
12:35	<ul style="list-style-type: none"> ● Educational Outreach <ul style="list-style-type: none"> ○ DAC hosting a STEM Fair and is starting "design like a girl" on Jan. 20th. Abby, Annie, & Stephanie involved with LandDesign's VR display and book raffle. Need to decide about handouts, if any. ○ Georgetown Day hosting STEAM Conference on March 2nd ○ USA Science & Engineering Festival & Expo. ASLA Nat'l has 20x20 booth with hands on activity; looking for college students. Shawn Balon spearheading festival. Luis & Land Design to work together with Instagram and potential VR setup. Email Susan & Luis if interested in committee ○ Dropbox for committee 	
12:40	Unfinished Business:	

	<ul style="list-style-type: none"> ● Social/Networking and Events <ul style="list-style-type: none"> ● Holiday Happy Hour Status ● MANTS Happy Hour Status ● Social committee folder on Dropbox ● need speaker for gala (will choose in Jan) to create theme. Some ideas: <ul style="list-style-type: none"> ○ Focus on cultural landscape & preservation with Charles Birnbaum. ○ Robin Karson, Landscape Historian and Executive Director of of Library of American Landscape History (LALH) 	Kerri
12:50	<ul style="list-style-type: none"> ● Student Mentorship: POASLA mentors (Nancy Brown, Qiaojue Yu) ● Kickoff event for Jan. Jake to collect student schedules and propose possible dates 3rd-4th week of Jan. ● Planning to start meeting for spring semester. ● Members should know about this program. Use photos. 	Matt, Jake
1:00	<ul style="list-style-type: none"> ● LARE Prep ● Peter willing to help in another person is involved ● MD event had 15 attendees ● potential Feb 2&3 dates 	
1:05 1:10	<p>Other Business/Discussion</p> <ul style="list-style-type: none"> ● add photos to newsletters ● All ExComm members need to take more photos and add to folder in Dropbox ● HALS Challenge: Commemorating the Great War, 100th anniversary - students involved with submissions ● Ann is planning a stormwater tour at Brookside Gardens and three other sites <ul style="list-style-type: none"> ○ Panel and lunch after tour ○ Md chapter has Google map of LID around the state ○ LACES to be submitted by Sarah Couchman ○ Late May during the week ○ no sponsor has been chosen ● salvage completed at Coolidge 	
1:22	<p>Adjournment</p> <p>Motion to adjourn: Ann. Stephen McLaughlin. All in favor</p>	

Attachments:

- Nov. minutes
- Membership report
- Lapsed member list for calls
- Advertising target markets to consider
- Social/Networking Events

Upcoming Dates & Events:

- **Dec. 12:** Holiday Happy Hour after LAM Lecture
- **Jan. 8:** ExComm meeting
- **Jan. 11:** MANTS Happy Hour with MD ASLA