



**POTOMAC  
CHAPTER  
AMERICAN  
SOCIETY OF  
LANDSCAPE  
ARCHITECTS**

**Executive Committee  
2017-2018**

*President*  
**Stephen Cook**

*President-Elect*  
**Mike Casey**

*Immediate Past President*  
**Ann English**

*Trustee*  
Ron Kagawa

*Secretary*  
**Laurie Beth Donnachie**

*Treasurer*  
**Stephen McLaughlin**

*Executive Director*  
**Susan Newman**

*Members At-Large*  
**Kerri Blackman**  
**Beth Elliott**  
**Luis Gonzalez**  
Matt Johnston  
**Dena Kennett**  
Peter Nohrden  
**Stephanie Pankiewicz**  
Elliot Rhodeside  
**Abigail Thomas**  
**Annie Varma**

*Student ASLA  
Representatives*  
Alex Darr  
Eva Pratt

<u>TIME</u>	<u>ITEM</u>	<u>REPORTER</u>
6:00	Call to Order & Attendance Notification of proxies: Mike has Dena's proxy Report from CPC	Steve
6:00	Consent Agenda <ul style="list-style-type: none"> <li>• Approval of April Minutes</li> <li>• Membership Report</li> <li>• HALS Report</li> </ul> <b>Motion to approve Consent Agenda: Stephen McLaughlin, Second: Stephanie, All in favor</b>	Steve
6:05	Executive Director's Financial Report <ul style="list-style-type: none"> <li>• preliminary gala numbers show a net of \$4,300 but still waiting on some invoices</li> <li>• Ballard fund paid for 3 award winners tickets</li> <li>• photographer is not considered part of gala budget since we can use the photos throughout the year</li> <li>• 2017 taxes are filed</li> </ul>	Susan
6:10	Committee & Other Reports/Discussion A. Gala evaluation & survey results <ul style="list-style-type: none"> <li>• if using UDC again we need better sound and to plan the photo setup for award winners</li> <li>• Maryland does heavy appetizers – is that something we want to do? standing and then sitting in rows of seats in a ballroom</li> <li>• if we want to continue providing that level but at less than \$100 we would need a lot more sponsors</li> <li>• we have so many awards that they are rushed and it's hard to mix with dinner</li> <li>• maybe a limited amount of discounted tickets for students or emerging professionals if we have a net profit this year and carry it over into 2019</li> <li>• 4 full tables and the only discount was that they stayed at early bird pricing</li> <li>• positive feedback about tours but running on time and prior meeting spot a problem</li> <li>• they gave us more room for free and we have capacity for 200 people there</li> <li>• Consensus to return to UDC for 2019 Gala</li> </ul>	Steve/Susan
6:30	B. DAC-need volunteers for June 26 installation; Chapter board revisions <ul style="list-style-type: none"> <li>• boards are in the works</li> <li>• Annie can help set up midday-need 3 more people</li> <li>• Chapter boards will be updated by Land Design</li> <li>• July 10<sup>th</sup> is reception</li> <li>• hard for Zoo to pay \$400 for both award winners <b>which leads to communicating better with our membership about the cost of dues and we need to make money somewhere</b> – maybe we include the board printing fees in the submission fee cost or as an option</li> </ul>	Susan
6:45	C. BOT Report - none	Ron
6:45	D. WLAM & Hootsuite <ul style="list-style-type: none"> <li>• Twitter, facebook, Instagram and not LinkedIn yet</li> </ul>	Annie

6:50	<ul style="list-style-type: none"> <li>linked on Hootsuite</li> <li>we don't have access to a detailed report with our membership</li> <li>majority of activity from Facebook, yet vast majority of ASLA traffic is on Twitter</li> <li>Annie to give tutorial at next meeting</li> </ul>	Stephanie
7:00	<p>E. Other Social Media</p> <ul style="list-style-type: none"> <li>renewed focus on posting events from our Chapter</li> <li>send out survey</li> </ul>	Kerri
7:00	<p>F. Social/Networking Events</p> <ul style="list-style-type: none"> <li>Saturday, June 23rd, 3:30-5:30pm Dumbarton Oaks tour and 5-7p Janus et Cie HH. We need a tour guide. Jane Padelford?</li> <li>July American University tour, no date yet</li> <li>September tour of Uptop Acres, no date yet</li> <li>September 15<sup>th</sup>, Fort Hunt Park Picnic</li> </ul>	
7:00	<p>G. Mentorship Update, May event? – Stephanie believes a date has been setup</p>	Susan
7:15	<p>H. New Chapter Logo abbreviation</p> <ul style="list-style-type: none"> <li>we were given PO for our "social media" logo but it may be confused with Post Office, DMV could be an option but branding firm doesn't like it and people outside the area could be confused, DC could be a possibility</li> <li>we might need to pass a motion with an option to take to National</li> <li>Consensus to tell National we want "DC" as our 2-digit abbreviation</li> </ul>	Susan
7:15	<p>I. Membership Recruitment</p>	
	<p>J. Events with MD ASLA &amp; New Sponsorships</p> <ul style="list-style-type: none"> <li>May 31: SWM Event – 35-38 people signed up</li> <li>June 12: Regional Conference – registration website close to launching – may need to move early bird registration to June 5th</li> </ul>	Steve
7:25	Other Business/Discussion: Next meeting June 11 at RHI.	
7:25	<p>Adjournment</p> <p><b>Motion to adjourn: Steve McLaughlin, Second: Luis, All in favor</b></p>	

**Attachments:**

- April minutes, Membership Report, HALS Report
- Financial Report
- WLAM social media results
- New Chapter logo from ASLA for social media-need something other than "PO"

**Upcoming Dates & Events:**

- **May 31:** SWM event
- **June 11:** ExComm meeting-RHI
- **June 12:** Regional Conference
- **June 21:** LAs in Govt. Happy Hour
- **June 23:** Dumbarton Oaks tour & HH
- **June 26:** DAC installation
- **June 27-Aug. 31:** DAC exhibition
- **July 10:** Opening Reception at the DAC
- **July 17:** Fellows' Info Session