



POTOMAC
CHAPTER
AMERICAN
SOCIETY OF
LANDSCAPE
ARCHITECTS

EXECUTIVE COMMITTEE
2016-2017

PRESIDENT
Ann English

PRESIDENT-ELECT
Stephen Cook

IMMEDIATE PAST
PRESIDENT
Dena Kennett

TRUSTEE
Ron Kagawa

SECRETARY
Laurie Beth Donnachie

TREASURER
Mike Casey

EXECUTIVE DIRECTOR
Susan Newman

MEMBERS AT-LARGE
Kerri Blackman
Beth Elliot
Reid Fellenbaum
Matt Johnston
Stephen McLaughlin
Peter Nohrden
Stephanie Pankiewicz
Elliot Rhodesside
Annie Varma
Brett Wallace

STUDENT ASLA
REPRESENTATIVES
Jake Fettig
Eva Pratt
Alex Schiavoni

Executive Committee Meeting Minutes

Date: Aug. 7, 2017

6-8 pm

LandDesign, 200 S. Peyton St., Alexandria, VA

<u>TIME</u>	<u>ITEM</u>	<u>REPORTER</u>
6:10	Tour of renovated office at LandDesign Purple-Roof did the green roof install	Stephanie
6:20	Call to Order & Attendance <ul style="list-style-type: none"> New attendees: Qiaojue Yu, Luis Gonzalez, Abby Thomas Coolidge Garden update <ul style="list-style-type: none"> Joan Honeyman hired to change building placement and save part of garden. There is no news on when a public comment period will happen. Some of the existing specimen plants might need help finding a new home. 	Ann
6:15	Consent Agenda <ul style="list-style-type: none"> Approval of Aug. Minutes Membership Report Financial Reports Motion: Kerri, Second: Mike, All in favor 	Ann
6:28	Executive Director's Report <ul style="list-style-type: none"> Meeting with other local chapters, film, etc. <ul style="list-style-type: none"> Susan is hoping to meet quarterly Fellows' Toast <ul style="list-style-type: none"> \$400 over break even. Small attendance, and problems obtaining sponsors. Potentially move event to Nov., after annual meeting and can introduce our new Ex Comm. Ballot & survey out <ul style="list-style-type: none"> Aug 18 deadline to vote DAC Case-Study Panel <ul style="list-style-type: none"> Event improved from last year Return to DAC for 2018 exhibition? When? <ul style="list-style-type: none"> Location offers lots of street traffic, especially with summer tourists, and we should repeat A little too short of a turnaround on boards this year, but good that it was sooner after the awards were announced. 2018 Sponsorship Menu <ul style="list-style-type: none"> No sponsor for DAC maybe we need to lower pricing or explain the opportunity for this 2 month event Motion to combine DAC opening & reception: Kerri, Second: Dena, All in favor Recognize sponsor or allow them to speak at the exhibition opening Consider sponsorship tiers 2018 Gala <ul style="list-style-type: none"> May 3 date confirmed and insurance resolved Retreat-Sept. 11, 4-8pm, ASLA 	Susan
6:50	Student Mentorship Chain details <ul style="list-style-type: none"> Should have an update by week of Aug. 14 	Eva
6:55	Committee & Other Reports/Discussion <ul style="list-style-type: none"> A. Social/Networking and Events <ul style="list-style-type: none"> Motion to allow committee to determine when 	Kerri

	<p>to charge fees for non ASLA, AIA, APA, etc. members at social events that may attract unrelated attendees: Stephanie, Second: Mike, All in favor.</p> <ul style="list-style-type: none"> ● No need to ration drink tickets ● Picnic <ul style="list-style-type: none"> ● ASLA member and guests and current sponsors ● Sketch Crawl <ul style="list-style-type: none"> ● Need to verify that Matt Alcide has applied for CEU ● Event for New Declaration to be held in Nov. ● Kerri will send a calendar invite to all ExComm with all upcoming dates. 	
7:10	B. Licensure Update No updates	
7:10	<p>C. Park(ing) Day</p> <ul style="list-style-type: none"> ● Matt will help people participate and advertise ● Due to event timing an organized crawl will not be successful <p>D. Fellows Nominating Process/Notifications</p> <ul style="list-style-type: none"> ● Committee is currently running behind last year's schedule ● Still need a solution to receive better feedback from ASLA. <p>E. Formation of Chapter Advocacy Guidance Task Force</p> <ul style="list-style-type: none"> ● Possibly reach out to Sunny 	<p>Matt</p> <p>Dena</p> <p>Ann</p>
7:30	<p>Other Business</p> <ul style="list-style-type: none"> ● Does asla national have membership promo pieces? 	
7:30	<p>Adjournment</p> <ul style="list-style-type: none"> ● Motion: Ron, Second: Dena, All in favor 	Ann

Attachments:

- Aug. minutes
- Membership report
- Financial Report
- Sponsorship Menu
- Student Mentorship Program
- Social/Networking Events
- Park(ing) Day Guide

Upcoming Dates & Events:

- **Sept. 11, 4-8pm:** Planning Retreat at ASLA
- **Sept. 15:** Park(ing) Day
- **Sept. 23:** Potomac Chapter picnic at Ft. Hunt
