



Executive Committee Meeting Minutes

Date: Dec. 10, 2018; 5:30-7:30pm

Conference call

**POTOMAC
CHAPTER
AMERICAN
SOCIETY OF
LANDSCAPE
ARCHITECTS**

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**Executive Committee
2018-2019**

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Mike Casey

President-Elect
Kerri Blackman

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Secretary
Stephen McLaughlin

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Carla Ellern
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Elliot Rhodeside
Mathew Sellers
Abigail Thomas
Annie Varma

Student ASLA Representatives
Alex Darr
Jake Fettig
Eva Pratt
Alex Schiavoni

<u>TIME</u>	<u>ITEM</u>	<u>REPORTER</u>
5:30	Call to Order & Attendance	Mike
5:35	Approval of Nov. Minutes Motion to accept Consent Agenda: Laurie Beth, Second: Abby, all in favor	Mike
5:40	Leadership Reports <ul style="list-style-type: none"> ● BOT (Steve for Ron) ● Landscape Architecture definition can be difficult to not step into other fields - ASLA trying to create a new definition. Stormwater management may need to be reworded ● Conference on Landscape Architecture rebranding 	Steve
5:40	Financial Reports & Draft 2019 Budget for approval 2019 Sponsorship update 2019 awards pricing-same as last 2 years?: [\$155 for POASLA + \$120 for non-Chapter ASLA member] <ul style="list-style-type: none"> ● advocacy grant already in our savings which impacts budget, ASLA knows about our delay in using the money and has not asked us to return it, this is a matching grant ● swm tour possibly fall 2019 but Maryland might be looking at spring 2020 and then winter 2020 for their conference. Susan will leave a zero for now since it is up in the air ● emerging professionals – passport expenses for 6 people & LARE panel event ● \$1,000 towards discounted gala tickets for emerging professionals that have attended at least one event during the year, we still need to determine what the ticket amount would be ● IRS incorporation conversation still ongoing ● special initiatives or membership outreach could both go towards educational outreach ● left \$500 photographer cost in budget. Photos not just used for gala, ● sponsorship is currently at \$21,000 and we will likely exceed our goal of \$25,000 Motion to approve budget: Rob, Second: Steve, all in favor <ul style="list-style-type: none"> ● sponsor has asked about exclusivity, could we limit the type of company/niche. maybe we wouldn't put any limits on the gala but this could work for other events like the DAC exhibition ● awards pricing structure will remain 	Susan
6:00	Committee & Other Reports/Discussion A. Social/Networking and Events (now Events Committee) <ul style="list-style-type: none"> ● Holiday Happy Hour ● MANTS Happy Hour ● Other 	Laurie Beth

6:05	B. Educational Outreach <ul style="list-style-type: none"> STEMx Summit Volunteers: Dec. 11 – creating a landform model with clay, VR of new highway park in Dallas Catholic University – junior fall semester designing rec centers Other & next steps – flyer & powerpoint of landscape architecture STEM Fair for Girls: Jan. 26 (Abby) – similar setup to last year, our chapter would be the lead, landform model/VR/our land books from National which are not kid friendly. Need flyer for young girls. 	Peter
6:30	C. Emerging Professionals, LARE Panel on Feb. 8 <ul style="list-style-type: none"> printing passports over holidays, 50 cards to start members could nominate non-members since ASLA doesn't have record of these people, \$50 off member dues contact employers to contribute to national dues should there be a social media component 	Abby
6:35	D. Allied Professionals <ul style="list-style-type: none"> Becca Hertz, ULI Jan 17 phone call for spring event about resiliency. Send ideas of speakers to Carla. 	Laurie Beth Carla
6:35	E. Fellows' Nominating Committee-action needed Motion to nominate Ching-Feng Chen for the works category: fellows' nominating committee, Second, Carla, all in favor	Elliot
6:40	F. Public Awareness Campaign <ul style="list-style-type: none"> Idea: sketches exhibit, gallery rental, but focus on a space that is not related to LA or Arch 	Annie
6:50	G. Advocacy: Any Update on BAID program ideas, small cell, licensure <ul style="list-style-type: none"> We are renewing our lobbyist, to help push to get the licensure process up & running. She will follow up the DC Council/Mayor our lobbyist is working with the small cells and unfortunately there is not much we can do our chapter will ask for more info from the Dean of Virginia Tech about ending the MLA program at the WAAC students are still missing a lot of info, sounds like it might be skype calls with Blacksburg 	Mike
7:00	H. Other Business/Discussion <ul style="list-style-type: none"> SWM in 2019? Agree to not be involved with MD ASLA 2019 Conference Other 	Mike
7:00	Adjournment Motion to adjourn: Carla, Second: Laurie Beth, all in favor	

Attachments:

- Nov. minutes
- Draft 2019 budget
- 2019 sponsorship update
- Events calendar

Upcoming Potomac Chapter Dates & Events:

- **Jan. 9:** MANTS happy hour
- **Jan. 14:** ExComm meeting
- **Feb. 8:** LARE Panel