



Agenda

8:30 am **Welcome, Introductions, and Housekeeping**

- Introductions/Roll Call
 - o Trustee - Jonathon Geels
 - o Immediate Past President - Randy Royer
 - o President - Alan Rosenwinkel
 - o President-Elect - Rebecca Ludwig
 - o Vice President - Kris May
 - o Treasurer - Christi Jackson
 - o Treasurer-Elect - Rachel Kavathe
 - o Secretary - Adam Kutemeier
 - o Members-at-Large
 - Craig Rowe
 - ~~Rotina Tian~~
 - Beth Shrader
 - o Associate Members-at-Large
 - ~~Marc Ancel~~
 - Beck Schultz
 - Erin Solis
 - o Other Attendees
 - April Westcott
- Resource Guide
 - o This document will be available on Basecamp for all who would like further information regarding their position.
- Monthly Meetings: 3rd Wednesday of each month from 4-5pm.
Virtual/Lightsource Studio
 - o November 18, 2020
 - o December 16, 2020
 - o January 20, 2021
 - o February 17, 2021
 - o March 17, 2021
 - o April 21, 2021
 - o May 19, 2021
 - o June 16, 2021
 - o July 21, 2021
 - o August 18, 2021
 - o September 15, 2021
 - o October 20, 2021
- Communications
 - o BASECAMP Intro
 - Alan discussed the online platform that the committee uses for a large majority of communication and file storage. This our main



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- Kris noted that sharing documents for others to edit must be downloaded, edited by that individual and then reuploaded. You will not be able to edit it on Basecamp.
- April is going to send out invites to all those that are not currently on Basecamp.
- Social Media / Website

9:00-10:00 am Review of 2019/2020

- State of ASLA - Trustee
 - ASLA has a new president, Torey Carter - Conneen
 - Jonathon said there is a large push this upcoming year to get member total over the 18,000 mark.
 - First virtual governance meetings this last year and will likely continue for a while not having the National Conference in person. More hybrid options for meetings will be explored.
 - Student membership has now been made free. This is due to lack of participants. This change now makes up a 1/5 of all membership and has shown to increase.
 - Global Finance - ASLA has struggled somewhat this year not having the National Conference where most of their income for the year is made.
 - April - Chair of the National Members Committee
 - There is a large need for mentors at the national level to help answer questions from emerging professionals/students. Please sign up if interested!
- Initiatives
 - Lessons Learned
 - Randy discussed that working virtually although not ideal has shown us that working virtually opens up the possibility of having more involvement from chapter members statewide.
 - The scholarship is growing. The point was made in order to grow this we need to think about going into high schools and making it known to those students.
 - Pushing Forward
 - The virtual annual conference was successful despite not hosting it in Ft. Wayne. We now have this as a viable backup if we are not able to have an in-person conference this upcoming year.
- Recommendations for 2020/2021



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10:00-10:30 am

Budget & Sponsorships

- 2020 Annual Report - budget vs actual
- How 2020 affected the annual budget
 - Our chapter did not spend much this year, but the budget still came in balanced.
- Lessons learned - What to keep, eliminate, or reallocate as a result
 - There was discussion around the scholarship fund. Options need to be explored on how to continually fund this so that it does not run out.
 - The executive director position will need to be added to the budget down the road. Randy is exploring this more to make sure it is feasible for the Chapter to take them on.
 - A line item for the Executive Director was added, but right now it will be zeroed out.
 - Moving forward it was suggested that we spend more on getting more fellows nominated.
 - The thought is to be conservative and account for the cost of a new write-up and not a re-write for future nominees.
- Tax implications of 2020 non-expenditures?
- What is the value provided to sponsors?
 - Three quarters of our annual budget for the year comes from them.
 - We need to make sure they are seen and appreciated.

10:30-11:30 pm Committee Reports & Assignments

- Responsibilities & Expectations
- Determine committee chairs and members (or potential). *Italicized names are Members or Associate Member who chaired the committees in 2019/20.*

Standing Chapter Committees

○ Nominating Committee -

- (3) Full or Associate Members: Immediate Past President, (1) Associate Member
 - *Julie Barnard (Immediate Past Pres.), Alan Rosenwinkel (President-Elect), Marc Ancel (Assoc. Member-at-Large)*
 - Chair: **Alan Rosenwinkel**

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- **Randy Royer**
- **Beck Schultz**
- **Tellers Committee -**
 - (3) Full or Associate Members: (1) Associate Member
 - *Shannon Creasy (Member-at-Large), Rotina Tian (Associate Member-at-Large), Pat Stout (Member-at-Large)*
 - Chair: **Beth Schrader**
 - **Rebecca Ludwig**
 - **Rotina Tian**
- **Constitution and Bylaws Committee -**
 - (3) Full or Associate Members: Secretary.
 - *Jonathon Geels (Trustee), Sarah Evans (Secretary), Adam Kutemeier (Associate Member-at-Large)*
 - Chair: **Jonathon Geels**
 - **Craig Rowe**
 - **Adam Kutemeier**
 - **Erin Solis**
- **Audit Committee -**
 - (3) Full or Associate members: (1) Chapter Officer (other than the Treasurer or President), (2) Chapter Members (other than the immediate past or current members of the Executive Committee), the Treasurer-elect shall serve as an ex officio member.
 - *Adam Kutemeier (Member-at-Large), Scott Siefker, Drew Braley*
 - Chair: **Adam Kutemeier**
 - **Drew Braley? (Adam to confirm)**
 - **Scott Siefker? (Adam to confirm)**
- **Fellows Committee -**
 - (3) Full or Associate Members: Trustee, (1) member of the Executive Committee, (1) appointment by the President.
 - *Jonathon Geels (Trustee), April Westcott (Member at Large), Ed Curtin*
 - Chair: **April Westcott**
 - **Craig Rowe**
 -
- **Archives Committee -**
 - (4) Full or Associate Members: Secretary, Immediate Past President, (2) appointees by the President,
 - *Sarah Evans (Secretary), Julie Barnard (Immediate Past Pres), Randy Royer (President), Brett Schlachter*
 - Chair: **Randy Royer**
 - **April Westcott**
 - **Adam Kutemeier**

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- Christi Jackson
- Brett Schlachter (Randy to confirm)
 - He will serve as technical support and transferring files.
- **Scholarship Committee** -
 - (3) Full or Associate Members: (1) A Past President, (1) Executive Committee member, (1) Appointment by the President
 - Julie Barnard (Immediate Past Pres), Randy Royer (President), Kris May (VP), Pat Stout (Member at Large)
 - Chair: Randy Royer
 - Chris Marlow (Alan to confirm)
 - Kris May
 - Erin Solis

INASLA Chapter Committees

- **Advocacy Committee** - Jonathon Geels, Sarah Evans, Marc Ansel, Shannon Creasy
 - **Allied Professionals Chair: Jonathon Geels**
 - Alan Rosenwinkel
 - Sara Evans (Alan to confirm)
 - April Westcott
 - Beck Shultz
 - Rebecca Ludwig
- **Sponsorship** - Christi Jackson, Monica Guillard, Randy Royer, Sarah Evans, Pat Stout
 - Christi Jackson
 - Kris May
 - Pat Stout (Alan to confirm)
 - Jen Sanchez from Bomar
 - Great possibility to get a sponsor on this committee to help gain perspective.
- **Continuing Education** - Kris May, Rotina Tian, April Westcott, Adam Kutemeier
 - Kris May
 - Craig Rowe
 - April Westcott
 - Rotina Tian
- **Membership & Emerging Professionals** - Rebecca Ludwig, April Westcott, Sean Rotar, Taylor Metz, Marc Ansel
 - **Academic Liaison:**
 - Ball State University: Rachel Kavathe & Kris Marlow
 - Purdue University: Camille Shoaf & Shaun Rotar
 - Rebecca Ludwig

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- April Westcott
- Beck Shultz
- Rachel Kavathe
- **Communications** - Shannon Creasy, Brett Schlachter, April Westcott
 - Beck Schultz
 - Julie Barnard (Alan to confirm)
 - April Westcott
 - Erin Solis
 - In the future can the Executive Director take lead on this?
- **Chapter Awards** - Adam Kutemeier, Julie Barnard, Jonathon Geels
 - Adam Kutemeier
 - Jonathon Geels
 - April Westcott
 - Julie Barnard (need to confirm)
 - Has worked closely on putting together Claire Bennett Awards
- **Events** - Kris May, April Westcott, Pat Stout, Adam Kutemeier, Julie Barnard
 - **Annual Meeting** - Kris May
 - **Holiday Party** -
 - **Golf Outing** - Pat Stout
 - April Westcott to take on Earth Day
 - Rebecca Ludwig
 - Erin Solis
 - Alec Johnson (Alan to confirm)
 - Stacy Heaviland (Kris to confirm)
 - Christi Jackson
 - Julie Barnard (Alan to confirm)
 - Marc Ancel (Alan to confirm)
- **Diversity Chair:**
 - **Co-chair** - April Westcott
 - **Co-chair** - Rotina Tian

ACTION ITEM: Committee chairs develop narrative about committee responsibilities, volunteer opportunities available, and image to be associated with social media post by next ExComm meeting.

ACTION ITEM: Nominating Committee to provide list of previous ExComm Nominees to engage on committees.

- All committees must meet before next month's meeting, November 18th. Please have a report ready.

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11:30 - 12:30pm Lunch Break

12:30 pm Chapter Workshop

Brainstorm ideas for each of the following topics (30 minutes each) and develop a prioritized list of goals (1-3) and associated tasks for each:

Diversity / Membership Engagement during COVID/ Sponsorship Value

- **DIVERSITY** - How can we expand and celebrate diversity within INASLA?
 - Alan stated that at a national level we only have 3% of ASLA membership that is diverse. INASLA only has 1%.
 - How are we recruiting and encouraging people to join the profession and retain them in our field? Too many people are moving to other states that have a better appeal.
 - How are we learning from the mistakes of our past and building better spaces for diversity and inclusivity?
 - Restore communities that have been underserved.
 - Recruiting from out of state schools.
 - Coordinated efforts with both Ball State and Purdue on how to also recruit students to Indiana.
 - How do we encourage women to not have to choose between work or family? Is there a compromise?
 - What are the best practices firms can do to facilitate the needs of their employees?
 - The issue of difference in pay between males and females is a factor in deciding whether to stay or go. Arming women with the knowledge of negotiation.
 - Can we be creative and offer CEUs that no one else is offering?
 - **ACTION ITEM:** Workplace Equity and Diversity; Look in to putting together a CEU
 - **ACTION ITEM:** Research the best practices for firms to take on and how to implement
 - **ACTION ITEM:** Get in touch with organizations and somehow celebrate National Hispanic Month via an event or social media.
 - **ACTION ITEMS:** Collaborate with other Allied Organizations (AIA, APA) and Chapters on how they are moving forward with diversity.

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- **MEMBERSHIP ENGAGEMENT DURING COVID** - How can INASLA maintain contact with and encourage involvement of our membership while maintaining safe precautions?
 - Rebecca asked if we could put together a small controlled event in a park for our members to engage?
 - What sort of nature-based event can we have to promote being outside?
 - i. INPAWS host large events: Nature hikes, urban farm tours, etc.
 - ii. The idea of hosting Panel
 - iii. ROW (Reconnecting our waterways)
 - Hearing from outside organizations on the promotion of nature and the impacts of the environment.
 - Alan discussed the idea of INASLA partnering with ROW, INPAWS and others in hosting panel discussions to bring the outside perspective and promote niche topics.
 - Craig brought up AIGA - Graphic Design organization; poster shows, live design events, industrial designer talks on product design
 - **ACTION ITEM:** Hold some outdoor events with partner organizations such as kayaking tours, nature hikes and exhibit Columbus
 - **ACTION ITEM:** Speak at city/town meetings to spread awareness of our profession.
 - **ACTION ITEM:** Talk with AIGA to potentially partner with on some future design events.
 - **Action Item:** Reach out to lesser involved geographic locations in the state and lead virtual town halls to engage those members that don't typically make it down to Indianapolis and provide value to them.
 - **ACTION ITEM:** Work on putting out a simple quarterly digital newsletter to our members. This will include all of the activity that is happening with the Chapter.
- **SPONSORSHIP VALUE**- How can INASLA strengthen relationships with the vendor community to ensure their continued support of the organization?
 - Making sure our communications committee follows our sponsors and share their updates.
 - Having a meeting or two virtually with all sponsors before an event to gain their input/feedback

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- i. The idea of having a virtual vendor town hall
- o Can we put out a featured letter to celebrate the chapter with the sponsors advertisements as part of the content? The chapter used to put out a booklet called Insights.
 - i. Can we potentially work with AIGA on putting this together for us?
 - ii. Find someone and pay them to put this together.
 - iii. Possibly hiring a student to take this on and the chapter would compensate them.
- o **ACTION ITEM:** Sharing events and sponsors on social media.
- o **ACTION ITEM:** Putting together a virtual town hall for discussion
- o **ACTION ITEM:** Pushing forward on getting the chapter booklet together.

2:00 (ish) pm Wrap up

Other news

ASLA Climate Action Committee - Shannon Creasy is the current lesion and there have been no current meetings. It is anticipated that more information regarding future meetings will be talked about at the next BOC meeting This might become a position within the state chapters moving forward. Ball State and Purdue chairs are both listed on the current spreadsheet.

Next INASLA Monthly Meeting: Wednesday, November 18th

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