



Agenda

Attendance: Randy, April, Sarah, Marc, Adam, Jonathan, Julie, Shannon, Alan, Brett (partial), Monica, Christie, Pat, [Rotina](#)

8:30 am Breakfast and Housekeeping - Randy Royer

- Resource Guide
- Monthly Meetings: 3rd Wednesday of each month from 4-5pm. **Everyone is in agreement on day of the month and time; Jonathan expressed concern for being able to hear on conference phone to allow people outside of the Indy region to participate; Randy recommended we get a Bluetooth speaker that can be used for the meetings. Jonathan suggested doing one ExComm meeting at the universities (Ball State + Purdue) during the year; there was agreement with this approach to increase participation.**
- **ACTION ITEM: Julie will get a Bluetooth speaker**
- **ACTION ITEM: April will contact Ball State CAP:IC to see if we can host monthly meetings there**
- BASECAMP - Julie/Brett
 - o What's there? National ASLA is paying for Basecamp for all chapters; Brett discussed some of the differences between storage from Google drive and Basecamp; Brett suggested we could not renew our Google drive account since we're not fully utilizing storage. He recommended using Basecamp for most of our files. Randy wants to talk to the Ball State digital + hardcopy archivist about storing historical documents; Julie provided information about other chapters and that they keep files from about two years for Basecamp and everything that is older could be moved to Google drive or the Ball State archives. Randy will reach out to the archivist to see if they are interested in providing this service. Brett is getting all of the emails for ExComm set up. We can send anything to him for posting. Conversation about benefits/capabilities of BaseCamp - setting up committees/groups, setting tasks, etc. Julie recommends getting on the site to test it out.
 - o How do you get to it?
- Social Media / Website
 - o Access
 - o Posting Protocol

9:00-9:50 am Approval of Minutes - Randy Royer

- September ExCom Minutes
Motion to Approve September Minutes: Julie
Second: Jonathan



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Motion approved

Brett left the meeting

- Officers' Reports

- Trustee's Report – Jonathan Geels (see attached Report)

April passed out the Trustee survey from David Gorden
Jonathan provided a high-level summary of items:

- Search for National CEO/Executive VP is underway; utilizing a recruiting search firm
- Other big topic is membership: full membership is essentially flat, but associate membership is down 2.5% which affects representation and budget; Student Chapters of ASLA are separate from the national; Jonathan shared that we were approx. 20K before the recession (at the peak), but we are around 15K now; from a policy standpoint, the chapter represents less than half of licensed landscape architects and it causes a policy representation issue.
- Jonathan encouraged participating in the survey David Gorden sent.

Christie joined the meeting

- President's Report – Randy Royer
 - Report is pending the national conference
- Treasurer's Report – Monica Guillaud/Christie
 - Christie reported that essentially, we broke even; increased sponsorships helped with some overages
 - Monica joined the meeting
 - Question about taxes: our taxes are due 11/15 and are done; Whiting Accounting has been contracted to assist this year and included in the budget for 2020.
 - 2019 Annual Report – budget vs actual
 - Sponsorship update

Motion to Approve Officers Reports: Jonathan

Second: Julie

Motion approved

- Committee Reports
 - Advocacy and Government Affairs – Jonathan Geels
 - Three bills defeated last year; we haven't seen any bills in Indiana this year, yet but we anticipate some might happen.
 - Pat joined the meeting

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- Deb Schmucker and Les Smith are our representatives on the Registration Board
- Committee goal is to increase participation through a one page talking points that can be distributed to the membership
- Annual Meeting - Tammy Doty-Davis/Julie in lieu of
- Good feedback from the event location; 238 ppl served at the awards luncheon v. 204 from 2018
- We went over budget (\$8K), but Julie recommends increasing the budget to \$25K-26K
- Holiday Party update - Camille Shoaf/Julie in lieu of
- Eventbrite link is active; and social post has been sent
- **ACTION ITEM: Shannon will put an email for Brett to send to membership and update the website with details.**

10:00-10:45 am Review of 2018/19 - Julie Barnard

- Initiatives (See attached Review)
 - o What worked / What didn't work
 - Fellows submission discussion: Julie recommends ensuring that the previous Indiana Fellows be notified ahead of time so they're aware of who the chapter is elevating
- Recommendations for 2019/2020
 - Alan asked if the student portfolio reviews can be coupled with mock interviews
 - Ensure we invite the student chapter presidents to our monthly meetings. Randy recommends we identify liaisons for each university - ~~Shaun-Sean~~ Rotar is that contact for Purdue; **ACTION ITEM: April will check with Marla-Martha to find a contact.**
 - Happy Hours have not worked well. Marc recommends combining with a CEU incentive.
 - Potential to move the date of the Golf Outing to another time of year; change of venue was positive for fundraising and engagement.
 - Julie has created a "How To President INASLA Guide"
ACTION ITEM: Julie post on BaseCamp.



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10:45-12:00 pm Assign Committee Chairs and Members - Randy Royer

Determine committee chairs and members (or potential). Italicized names are Members or Associate Member who chaired the committees in 2018/19.

- General Information - What committees do we have? What are they for? Do we need them?

Standing Chapter Committees

○ **Nominating Committee -**

- (3) Full or Associate Members: Immediate Past President, (1) Associate Member
 - April Westcott (Immediate Past Pres.), Julie Barnard (President), Marc Ancel (Assoc. Member-at-Large)
 - **This Year's Committee: Julie (Immediate Past Pres), Marc (Associate Member), Alan (Pres Elect)**

○ **Tellers Committee -**

- (3) Full or Associate Members: (1) Associate Member
 - Kris May (Assoc. Member-at-Large), Sami Bronowski (Member-at-Large), Tammy Doty-Davis (VP)
 - **This Year's Committee: Shannon (Member at Large), Pat (Member at Large), Rotina (Associate)**

○ **Constitution and Bylaws Committee -**

- (3) Full or Associate Members: Secretary.
 - Camille Shoaf (Secretary), Adam Kutemeier (Assoc. Member-at-Large), Julie Barnard (President)
 - **This Year's Committee: Jonathan (Trustee), Sarah (Secretary), Adam (Associate)**

○ **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 (Assoc. Member-at-Large), Bill Kincius, Sarah Evans
 - **This Year's Committee: Adam (Associate), Scott Siefker, Drew Braley?, Ron Taylor?**

○ **Fellows Committee -**

- (3) Full or Associate Members: Trustee, (1) member of the Executive Committee, (1) appointment by the President.

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- Katie Clark (Chair), David Gorden (Trustee), Julie Barnard (President), Randy Royer (Pres-Elect)
- **This Year's Committee: Jonathan (Trustee), April (Member at Large), Ed Curtin?**
- **Need to determine where we're at in the process; and vote on whether we contract someone to write the apps; reach out to Past Fellows to coordinate**
- **Archives Committee -**
 - (4) Full or Associate Members: Secretary, Immediate Past President, (2) appointees by the President,
 - **This Year's Committee: Sarah (Secretary), Julie (Immediate Past Pres), Randy (Pres), Brett**
- **Scholarship Committee -**
 - (3) Full or Associate Members: (1) A Past President, (1) Executive Committee member, (1) Appointment by the President
 - Also didn't mess with scholarship because its been off the radar for so long.
 - **This Year's Committee: Julie (Immediate Past Pres), Randy (Pres), Kris (VP), Pat (Member at Large)**
 - **ACTION ITEM: April to send to Shannon to post on social media**
 - **ACTION ITEM: Monica to find out what the implications would be from granting scholarship funds of a certain threshold to our tax status**
 - Alan suggested we provide a scholarship to a high school student who is pursuing a landscape architecture degree at an in-state program.
 - Jonathan recommended reaching out to in-state universities to have a representative on this committee.

INASLA Chapter Committees

- **Advocacy Committee - Jonathan Geels, Sarah Evans, Marc Ansel, Shannon Creasy**
 - Include Government Affairs and Allied Professionals Outreach with this; Melissa Baga? Rachel Kavathe?, Rebecca Ludwig?
- **Sponsorship - Christie, Monica, Randy, Sarah, Pat**
- **Continuing Education - Rotina, April, Kris, Adam**
- **Membership & Emerging Professionals - Rebecca Ludwig (Chair), April Westcott, ~~Shaun~~ Sean**
- **Rotar, Taylor Metz, Marc Ansel**

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- **Communications** - Shannon (Chair), Brett Schlachter, Kris?, April, Sami
 - Include Public Relations
- **Chapter Awards** - Katie Clark, Julie, Adam, Jonathan
 - Combine with Claire Bennett, student, chapter, etc.
- **Events** - Kris (Chair?), April, Pat, Adam, Julie
 - **Annual Meeting** - Tammy Doty-Davis
 - **Holiday Party** - Camille Shoaf
 - **Golf Outing** - Pat Stout

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.

12:00 - 1:00pm Lunch Break / Lobbyist - Michael Leppert

1:10 pm Chapter Workshop - Randy Royer

Brainstorm ideas for each of the following topics (20 minutes each) and develop a prioritized list of goals (1-3) and associated tasks for each:

Advocacy / Membership / Social Events / Sponsorship / Budget

1. ADVOCACY - How can we improve INASLA's advocacy of the profession?

- **Advocacy and Government Affairs**
 - Expand the committee to additional members/associate members
 - Advocacy day activities
- **Public Relations and WLAM**
 - How can we better utilize social media and the INASLA website to advocate for the profession?
- **Professional Outreach** (AIA, ULI, APA, etc.)
 - How can INASLA improve our relationship with allied professionals?

- Legislator of the Year award
- Circulate lobbyist contract between ExComm - review
- Core values in all we do
- Gain more members
- Site tours
- Internal & external [messaging](#)
- Speaker to meeting ([lobbyist](#))
- Share [Chapter initiatives \(site tours\)](#) in real time
- Recognize representatives [at Annual Meeting](#)
- Discount/incentive to sign up at annual meeting

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- Increase our advocacy exposure
- Tag legislator on social media
- Educate on what we do
- [Firms recognition for member participation](#)
- Leave behind piece [for legislators \(LA Mag\)](#)
- Link project to legislation
- Elevator speech
- Allied professional events
- Reach out to non members
- Show up, know everyone
- Streamline
- Attach metrics
- More accessible
- Partnerships
- Value offensive and defensive
- 100% participation recognition at Conference
- One page talking points
- Get public involved -what's out there?
- Comprehensive
- Allied professionals – AIA, ULI, IPRA, ASCE, USGBC

2. **MEMBERSHIP** – How can we maintain and improve our membership?

- **Membership**
 - What are INASLA's key recruiting strategies?
 - How can we increase INASLA's value to the membership?
- **Emerging Professionals**
 - How do we better engage emerging professionals?
- **Students**
 - How can we better engage with students at Ball State and Purdue?
- **Awards**
 - How can we improve the awards program?
 - Expand the committee to additional members/associate members
 - Additional Awards – Young professionals, Civic Stewardship, Landmark Design, etc.?
- Go to student events
- Mock interviews
- Portfolio reviews
- INASLA tailgating at student games
- LARE study sessions
- Graduation events
- Welcome to the profession events
- Firm visits
- Informal mentorship program

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- Student presentations at National/local conference
- 2nd year congratulations list to profession
- Invite students to all events and tours
- Prestige - eliminate stigma of professionals on pedestals
- Professionals in front of students
- Educators
- Benefit package talent
- Work with educators to recruit H.S. students
- Member ribbon on nametag at Annual conference
- Target regionals for support
- LARE
- Educators roundtable @ conference
- Legislator of Year award
- Break up award video per award and include acceptance photo to send ea. Winner
- PU Spring Fest

3. **SOCIAL EVENTS** - How can we improve our social events for the membership?

- **Annual Meeting**
 - When?
 - Potential locations?
 - Potential speakers?
- **Holiday Party**
 - When?
 - Potential Locations?
- **Golf Outing**
 - Topgolf?
- **Happy Hours**
 - Frequency?
- **Lunch and Learns**
- **Regional Events**
 - Joint state conference
 - Conference gala
 - TopGolf in May/April
 - 4 CEU & Happy Hour combos
 - Multi chapter coordination
 - Traverse the state
 - Walking tour/CEUs + Happy Hours
 - TopGolf afternoon timeframe
 - Firms sponsor gala
 - Just try it
 - Event efficiency
 - Tie HH to CEU opp. or tour or both / partner w/ ULI/AIA

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- Piggyback on allied professional events
- Devote \$\$ to N. Indiana event locations
- Annual conference partner with AIA/Design Columbus
- Alts to annual conference location: Columbus, Muncie, Lafayette
- Try hosting lunch and learns at different offices
- Discount code for AIA/ULI members @ Golf Outing

4. **SPONSORSHIP** – How can INASLA strengthen our members’ relationships in the market and increase revenue for the organization?

- **Sponsorship Opportunities**
- **Potential Sponsors** – What businesses can benefit from an association with INASLA and our members?
 - **Product Representatives**
 - **Service Providers** – Liability Insurance
 - **Allied Professionals** – Engineers, Architects, Irrigation Designers, Contractors, XBE’s, etc.
 - **Allied Organizations** – INPAWS, ULI, AIA, Universities, Etc.
- **Sponsorship Thank You Event**

5. **2020 BUDGET**

Motion to Approve the 2020 Budget pending changes including increasing the Scholarships to \$4K, increasing the golf outing to \$7,500, adding a line item for Northern Indiana event in the amount of \$500, and decreasing the Government Affairs to \$500: Julie
Second: Alan

Discussion regarding if there is benefit for reviewing the budget before the next meeting; Randy would like to go into 2020 with a budget and would prefer to have a motion; Randy would like to increase the sponsorship goal so that the budget is balanced.
Motion approved

4:00 pm Wrap up – Randy Royer