

## **FEBRUARY 2021 EXECUTIVE COMMITTEE AGENDA**

Location: Web Meeting

Date: Wednesday, February 17<sup>th</sup>, 4:00-5:00pm

### **I. CALL TO ORDER**

### **II. ROLL CALL**

- a. **Rebecca Ludwig, Alan Rosenwinkel, Craig Rowe, April Westcott, Randy Royer, Rotina Tian, Kris May, Malcolm Cairns, Christi Jackson, Beck Shultz, Rachel Kavathe, Julie Barnard, Beth Shrader, Jonathan Geels, Marc Ancel**

### **III. APPROVAL OF JANUARY MINUTES**

- a. **Motion – Randy**
- b. **Second – Christi**
- c. **Approved**

### **IV. OLD / UNFINISHED BUSINESS**

- a. ExComm Retreat Action Items
  - i. Diversity:
    - 1. Workplace Equity & Diversity CEU
    - 2. Collaborate w/ allied organizations (AIA/APA) and Chapters on how they are moving forward
  - ii. Member Engagement:
    - 1. Coordinate outdoor events w/ partner organizations: kayak tours (ROW), nature hikes (INPS), exhibit Columbus
    - 2. Coordinate w/ AIGA for future design events
    - 3. Virtual Town Hall: Member/Non-Member Engagement in secondary metro areas
    - 4. Quarterly Digital Newsletter
  - iii. Sponsorship Value
    - 1. Share events & sponsors on social media
    - 2. ~~Virtual Sponsor Town Hall~~
    - 3. Chapter Booklet (to include sponsors exposure)

### **V. OFFICER REPORTS**

- a. President – Alan Rosenwinkel
  - i. CPC News –
    - 1. Licensed Non-Member Postcard Campaign
      - a. ASLA National Membership has contacted initiated contact with first two postcards offering incentives of free LAM and free PDH
      - b. Third postcard would offer free local chapter dues – **DISCUSSION**
        - i. **Need clarification – would it be just for the first year?**
        - ii. **It would just be for the State Chapter dues.**
        - iii. **What is the timeframe for sign up for this offer?**
        - iv. **Alan will ask National to provide us with a list of people that they are sending postcards to so we can follow up on our own.**

2. Winter CPC Meeting – February 4, 2021
    - a. Engaging Student Members
    - b. Lapsed Member Campaign
      - i. Study of Member retention 2017-2020 (Down 34% Overall)
    - c. New Member Campaign (Licensed LAs)
    - d. Award Certificates – Now Chapter-produced
    - e. Chapter Dues Changes – Must open membership voting by July 1 (45 days voting)
      - i. Our dues are based upon a percentage of National Dues – Alan will verify the % and report back
    - f. WLAM 2021 – “Growing Together”
      - i. Social Media – Green frames (no cards)
    - g. HALS – Historic American Landscapes Survey
  3. ASLA Professional and Student Awards –Submissions NOW OPEN
  4. Call for Presentations: 2021 ASLA Conference on Landscape Architecture
    - a. Nov 19-22 (weekend before Thanksgiving)
    - b. Intent is to have some sort of in-person conference, may be a hybrid event
  - ii. State of Design – Landmark Columbus/AIA/ASLA – *Randy*
  - iii. Congratulatory Letter for Secretary of Transportation Pete Buttigieg
  - iv. Executive Director Position
    1. Position description developed – *Randy ran it by Jason Shelly with AIA for comments*
      - a. Probably start out being a part-time position
      - b. Position could potentially provide legislative assistance as well
  - v. New Liaison Volunteers
    1. AIA – Rebecca Ludwig
    2. Academic – Carl Kincaid
- b. Trustee – Jonathon Geels
  - i. Targeted Advocacy Packet for the different federal government departments
  - ii. Policy ask for Transportation Department (Federal)
  - iii. Member Opinion Survey will be going out to full membership in the next few weeks
  - iv. ASLA has rejoined IFLA
  - v. Olmsted 200<sup>th</sup> Anniversary – ALSA will take a lead role
- c. Treasurer – Christi Jackson / Rachel Kavathe
  - i. Current account balances
- d. Approval of Officer Reports
  - i. Motion – Jonathan
  - ii. Second – Kris
  - iii. Approved

**VI. COMMITTEE REPORTS:** *Please convene prior to ExCom and be prepared to provide a progress report, update on activities, and action items*

- a. **Nominating Committee** – *Alan, Randy, Beck, Julie*
  - i. Election Schedule
    1. April 1 – Call for Nominees (30 Days)
    2. May- Prepare Ballot
    3. June – ExCom Approves Ballot
    4. July 1 – Ballot sent to membership – voting begins (30 days)
    5. July 31 – Voting closes
    6. Sept. 17 – Chapter Election Results reported to National ASLA
  - ii. ExCom By-Laws Recommendations
    1. At-Large Member

- a. 4 positions (Regionally based: North, Central, South, General)
    - b. 2-Year term
    - c. Max 2 consecutive terms; no lifetime limit
  - 2. At-Large Associate Member
    - a. Min 1, Max 3
    - b. 1-year term
  - 3. For changes to the By-Laws they will need to be given to the By-Laws Committee (this Month) for discussion. Recommended changes will then be brought back to ExCom for a vote next month. Jonathan will schedule a meeting.
- b. **Tellers Committee** – *Beth, Rebecca, Rotina*
  - i. No Action until election (July)
- c. **Constitution and Bylaws Committee** – *Jonathon, Craig, Adam, Erin*
- d. **Audit Committee** – *Adam, Scott Siefker*
- e. **Fellows Committee** – *April, Craig*
  - i. Process & Writer feedback being sought
  - ii. All final Fellows submissions (3) have been given to National
- f. **Archives Committee** – *Randy, April, Adam, Christi, Brett*
  - i. Most of the files from the Google Drive have been transferred to Basecamp
  - ii. Any content that members have should be transferred to the Archives folder on Basecamp
  - iii. Need to continue exploring a secure place to store hard copies
- g. **Scholarship Committee** – *Randy, Kris, Erin*
  - i. Announcements have been sent to both Universities – window is open until March 2<sup>nd</sup> – No submissions have been received yet
  - ii. Malcolm will follow up with Martha (BSU) and remind students
- h. **Advocacy Committee** – *Jonathon, Alan, April, Beck, Rebecca*
- i. **Sponsorship Committee** – *Christi, Kris, Pat, Jhenn*
  - i. Sponsorship package is on the website, direct inquiries there
- j. **Continuing Education Committee** – *Kris, Craig, April, Rotina*
- k. **Membership & Emerging Professionals Committee** – *April, Rebecca, Beck, Rachel, Chris Marlow, Camille Shoaf, Sean Rotar*
  - i. Chapter Membership Chair Webinar – 2/18
  - ii. Malcolm is looking for ideas for portfolio reviews with students
- l. **Communications Committee** – *Beck, April, Erin*
  - i. Social Media
  - ii. Website
  - iii. Upcoming Events
  - iv. Newsletter
  - v. Please send along complete graphics when possible to help save time
- m. **Chapter Awards Committee** – *Adam, Jonathon, April, Julie*
  - i. Upstate NY Chapter Awards
    - 1. Professional/Practitioner/Student Awards have been juried and sent – Thank you to volunteer jurors
  - ii. Chapter design awards
    - 1. National will no longer be producing and sending certificates. Local chapters have been provided with resources to modify the certificates per award and recipient and must have them produced by a local printer. Scott Siefker is on board with this
  - iii. Student design awards
  - iv. Claire Bennett Award
    - 1. Call has been revised and will be sent to larger awards committee for refinement – may need to include list of previous winners
  - v. Ball State/Purdue Student Awards

1. Will be in contact with both universities next week to get a date set up for student interviews. These are usually held late March
2. We need a jury of 4-6 people. Would anybody be interested?

n. **Events Committee** – *Kris, April, Rebecca, Erin, Pat*

- i. Happy Hours – *Waiting until warmer weather so we can hold outside events*
- ii. Annual Meeting – Kris
- iii. Holiday Party
- iv. Golf Outing – Pat
- v. Earth Day – April

**VII. NEW BUSINESS / OPEN FORUM**

a. Mission & Vision Discussion

- i. The members and associates of the Indiana Chapter of the American Society of Landscape Architects believe in contributing to our communities and profession as leaders in the field of landscape architecture. To lead, to educate and to participate in the careful stewardship, wise planning and artful design of our cultural and natural environments. – *Tabled until next month – Read and be ready to discuss next month*

b. Additional Items/Discussion

**VIII. NEXT MEETING**

- a. Wednesday, March 17<sup>th</sup>, 4pm, Location: **Virtual**

**IX. ADJOURN**