



# AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS

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## Indiana Chapter

### February 2018 EXECUTIVE COMMITTEE MEETING MINUTES

Location: Ball State College of Architecture and Planning-Muncie, IN

Date: Wednesday February 21, 2018 4:00-6:00PM

Call-In: 800-377-8846 Participant: 97892164 Leader: 34193848

**Attendance:** April, Joe, Catherine, Christi, Dana

**On call:** Camille, Bill, Monica, Jonathan, Julie, David, Sammie, Adam

### Online Vote passed to approve the 2018 Budget 2.12.18

- Motion to Pass: Julie
- 2<sup>nd</sup>: David
- Motion approved and carried 2.16.18

### Approval of Minutes: February Ex Comm Meeting Minutes

- Motion to Pass: Catherine
- 2<sup>nd</sup>: Joe
- All Approved

### OFFICER REPORTS: Review Officer Reports (see attachments)

- Motion to Pass: Joe
- 2<sup>nd</sup>: Monica
- All Approved

Trustee's Report-David Gorden

President's Report-April Westcott

Treasurer's Report-Monica Guillard

- February 2018 Treasurer's Report
- 2018 Budget (Add online vote details to minutes)
- 2018 Sponsorship Form
  - o Sponsors would like more face to face sponsorship opportunities. Group is going to approve \$200 sponsorship social event.
- All invoices should be sent to Monica's INASLA email: monicag.asla@gmail.com
- Approval of Sponsorship Form
  - o Motion to Pass: Julie
  - o 2<sup>nd</sup>: Monica
  - o All Approved

### STANDING COMMITTEE REPORTS: Review Committee Reports (see attachments)

Government Affairs- Jonathon Geels

- April 25-27 - Advocacy Day-Washington DC
  - o Chapter will be sending Jonathon to Advocacy Day in place of Julie.
  - o Consider using government affairs budget in the future to send someone from this committee to Advocacy Day in the future.

Annual Meeting-Catherine Puckett

- Annual Meeting set: September 14<sup>th</sup> at NCAA
- Theme: Protecting the Natural World
- **Action Item:** Catherine and Kris to send Save the Date info and Graphics to Brett and Julie ASAP for social

media and website add.

Public Relations- Julie Barnard

- If anyone has an automatic post setting on INASLA social media, please turn it off.
- **Action Item:** Reach out to Julie if you would like to share “a week (or day) in the life of a landscape architect” on social media during World Landscape Architecture Month. Julie will reach out to contacts. We can also consider students and faculty members.

Fellows-Katie Clark

Awards Committee-Katie Clark

- The week of March 26th is when Ball State and Purdue will be working with Katie on student awards.

Membership- Brett Schlacter

- New total of 194 members.

Communications-Brett Schlacter

- Website: Brett is transferring domain name. Website will be down at some point – preferably a weekend and before World Landscape Architecture Month.
- Will be creating Government Affairs tab on website.

Archives-Brett Schlacter

- Google drive has been upgraded, now have plenty of online storage.
- ExCom members attending meeting in person will be going through INASLA physical archives in Joe’s office.

Continuing Education- Kris May/April

Emerging Professionals-Sam Bronowski

- Committee to consider supporting Julie when she is on maternity leave
- Also consider committee coming to emerging professionals

**OLD BUSINESS**

Golf Outing Update-Pat Stout

- Survey to be sent out for Golf Outing. Committees to consider other (simple) questions to add.

Chapter Bylaws Revision: dues update, review against National’s models –Bill Kincius

- Bill will be sending out final copy when review is complete

Student Volunteer Winner Update-Bill Kincius

AIA-Update Drew Braley

Allied Profession Updates –“Coalition for the Built Environment” aka Justice League (Ball State CAP:INDY, AIA, ASLA, ULI , APA etc)- Drew Braley

Ball State News-Joe Blalock

- Career Fair
- Professor Carla Corbin is retiring the end of this semester. Joe will let us know if there are any events held in her honor.

Purdue News-Sean Rotar

Student Chapter Updates-Purdue –David Armbuster

Student Chapter Updates-Ball State-Danah Alqunfuzi

Tour De Trees- David Gorden

- David is reaching out to the Bike riders from last years ride as well.

Ace Mentoring Program- David Gorden

Project Lead the Way

Boy Scouts/Girl Scouts-Christi Jackson

- Continual communications Boy Scouts, reaching out to Girl Scouts

Exhibit Columbus-Randy Royer

- **Action Item:** Camille to reach out to Randy on how INASLA can be involved in Exhibit Columbus Urban Forest Committee-Bill Kincius

**NEW BUSINESS**

**Proposed Invasive Plant Rule-Letter of Support Request-David Gorden**

- David seeking approval to draft letter in support of Invasive Plant Rule (see attached)
- Monica volunteered to help draft
- **Monica motions to write letter in support of the Invasive Plant Rule to be sent to Senate**
- **2<sup>nd</sup>: Joe**
- **All Approved**

Sponsorship thank you event to held at the end of March

- **Action Item:** Camille to contact venue we used last year (St. Joseph) and see if they have availability for this year.

**Action Item:** April to sign up for Earth Day booth

- Consider asking for more "Your Land" magazines to hand out at booth

Cultural Landscape Foundation looking to interview Claire Bennett

I-65 Expansion

- **David motions INASLA to support group looking for alternatives to the prosed I-65 highway plan**
- **2<sup>nd</sup>: Bill**
- **All Approved**

**Upcoming Events/Deadlines:**

February 19, 2018 and February 21, 2018	Ball State CAP Career Fair
April 5-7	LaBash Penn State University
April 17-20	Indiana State Preservation Conference-Columbus, IN
April 25-27	Advocacy Day-Washington DC
April 21 <sup>st</sup>	Earth Day Indiana –Military Park-Indianapolis
May 5 <sup>th</sup>	Ball State Commencement
May 11 <sup>th</sup>	Purdue Commencement Weekend
July-August	Golf Outing
<b>September 14· 2018</b>	<b>INDIANA CHAPTER Annual Meeting</b>
September 21	Parking Day
September 25-27	NRPA National Conference-Indianapolis, IN
September 26-29	Exhibit Columbus-Columbus, IN
October	Monumental Awards
October 17-18	Chapter President’s Council /Trustee Meetings-Philadelphia, PA
October 19-21	ASLA Annual Meeting –Philadelphia, PA
November	INPAWS-Indiana

**GOAL DEADLINES**

- End of March                      Goal Sponsor Thank-You Event
- Earth Day Indiana Committee Space needs reserved with Earth Day Indiana

**Meeting Close**

**Next Meeting:**

**March 21, 2018 4-6pm**

**LOCATION:**

**HWC Engineering**

[135 N. Pennsylvania Street, Suite 2800](#)

[Indianapolis, IN 46204](#)

[\(o\) 317-981-1291](#)

[\(c\) 317-709-7968](#)

[www.hwcengineering.com](http://www.hwcengineering.com)

# INASLA OFFICER & COMMITTEE REPORTS

## OFFICER REPORTS:

### Trustee's Report- David Gorden

#### **INASLA Chapter Trustee Report Submitted by David Gorden - February 21, 2018**

**Trustee webinar** - Feb.6, 2018

*Focusing on results and outcomes analysis of 2017 programs.*

*As presented in the Program and Operations Report for Fourth Quarter and Year End 2017 -*

Received by Trustees. 29 pages - very extensive

#### **Hightlights:**

ASLA Special Focuses in 2017 remained -

- Emerging professionals
- Career discovery and diversity
- Climate change

#### **Governance -**

Strategic Planning Process

Survey results (metrics)-

Leadership Communications

Human Resources Issues

Workforce Climate

Staff Turnover - well below business standards

#### **Communications -**

- WLAM - posts up
- Public Awareness Summit - 47 of 49 chapters participated
- ASLA Online - numbers up since 2016
- LAND, The Dirt - numbers level
- Rebranding - Guide for Implementation planned. Will be timed for WLAM.

#### **Government Affairs -**

- iAdvocate Network - use is up and above industry standards
- Advocacy Day - satisfaction ratings above goals
- Licensure and Advocacy Grants - 2018 - 15 applicants/7 awarded  
2017 - 22 applicants/14 awarded
- Priorities - Community infrastructure design and development  
Water Infrastructure Flexibility Act  
National Parks and Monuments - several supporting issues

#### **National Conferences - ASLA presentations**

- National Parks and Recreation Association
- RailVolutions
- New Partners for Smart Growth

**2018 ASLA Blue Ribbon on Climate Change** - Report released in 2018  
ASLA/CLARB - joint initiative on Chapter/Board relationship building

### **Education -**

- 2017 Annual Meeting - Education sessions highly rated
- LACES - 287 providers (growing every year)
- Career Diversity and Discovery
  - Diversity Summit
  - Webpage launched in August

### **Landscape Architecture Magazine (LAM) -**

2017 goals - increase reach and provide leading edge content

- 2nd printing - Your Land
- LAM lecture at Center for Landscape Architecture
- Spanish language versions of select stories
- LAM Climate Reader - all Climate Change coverage
- The Landscape Report - has been very successful

Coverage highlights/focus

- Climate change
- Emerging Professionals
- Tech innovation
- Office practice
- Materials and Construction

57% content is editorial (goal is 55%)

Average cost per page \$232 (2017 - \$209)

### **Member and Chapter Services -**

- Focus on students and emerging professionals
- 2017 - Inaugural year of Student Advisory Committee and Associate Advisory Committee
- Increased support of Students, Emerging Professionals, Chapters and Chapter Leaders.
- Membership - Full - Up Other categories - down Overall - down 220 in 2017  
Why? Decline in student enrollment
- Customer Service - Satisfaction Survey shows high ratings being maintained.

### **Finance -**

2017 - very good year.

Annual Meeting in Los Angeles

6318 attendees - Second largest ever. 750 students (200 over 2016)

\$4.5 million revenue (\$1.7 million from registration. \$2.8 million from sponsors/expo).

Hotel block bookings - down in 2017

2017 - effective

2018 Reducing carbon footprint of event

Improving expo traffic and flow.

37 schools in Alumni tailgate.

38 92% rated ed sessions as Excellent or Good.

2018 - Philadelphia 2019 - San Diego 2020 - Miami 2021 - Nashville 2022 - Seattle

**Board of Trustees meeting - April 27-28, 2018**

**Info will be presented to ExCom at April 18 meeting.**

## President's Report- April Westcott

### CPC NEWS FEB 2018

- **2018 ASLA Diversity Summit Call for Letters of Interest:** This year, ASLA will host the **2018 Diversity Summit from June 22-24** at the [ASLA Center for Landscape Architecture](#) in Washington, D.C. The six new professionals from the Diversity Super Summit have been invited back and ASLA is looking to invite six new participants to add valuable input to discussions and resource development. The goals of the 2018 Diversity Summit are to review benchmarks prioritized from the 2017 Diversity Super Summit and create opportunities for participants to research and workshop resources for ASLA's career discovery and diversity program.
- **Eligibility:** If you are a landscape architecture professional of color in the United States with at least two years of professional experience and interested in applying, please complete the **2018 ASLA Diversity Summit Call for Letters of Interest** by **Wednesday, March 7**. Selected participants will be notified in early April. ASLA will pay primary transportation and two nights lodging for all participants, and breakfast and lunch will be provided on the summit days.
- **\*Deadline Approaching The 2018 Call for Entries** is open. Professional Awards registration deadline is **February 19**; submission deadline is Monday March 5, 2018, 11:59 pm PT. Student Awards registration deadline is May 7; submission deadline is Monday, May 21, 2018, 11:59 pm PT.
- ASLA is once again offering members a **free internship posting on JobLink** during the months of February, March, and April. For more information or questions about JobLink or the free internship posting, please contact Julia Lent at [jlent@asla.org](mailto:jlent@asla.org)
- Suzanna Butler has left ASLA. All member services requests will go to Julia Lent for now.

### INDIANA CHAPTER

- **Indiana Chapter's Annual Report Submitted to National by Bill Kincius**

## Treasurer's Report- Monica Guillaud (See Attachments)

## COMMITTEE REPORTS

### Government Affairs- Jonathon Geels

- **\*Deadline Approaching Apply for an ASLA 2017 Advocacy Award.** 2017 was the year of the ASLA advocate, with increased advocacy efforts on behalf of licensure, transportation, green infrastructure, environmental protections, climate change, national parks issues, and record use of the iAdvocate Network. If your chapter or a chapter member accomplished important advocacy goals in 2017, submit a nomination for the ASLA Rising Star Advocacy Award (individual award), ASLA Advocacy Leadership Award (individual award), and/or the ASLA Chapter of the Year (chapter award). **Nominations must be completed by Chapter Presidents and are due no later than February 28, 2018.** [LEARN MORE.](#)
- **Take Action on the Living Shorelines Act today!** ASLA released a [statement](#) endorsing H.R. 4525, the Living Shorelines Act, which would provide critical funding to help our nation's coastal communities develop flood-resistant green infrastructure projects that integrate plants and local ecosystems. ASLA also activated the [iAdvocate](#) Network to ask members to contact their legislators about cosponsoring the bill. **Please encourage your chapter members to [Take Action](#) on this important bill.**
- **\*New** We need your help to protect the [Land and Water Conservation Fund \(LWCF\)](#). The administration unveiled its fiscal year (FY) 2019 budget proposal, which recommended cutting the Land and Water Conservation Fund (LWCF) by 98 percent from FY17 levels and zeroing out the state grants program. Now is the time to urge your members to [contact their legislators](#) about supporting LWCF, which could be in peril due to its upcoming expiration.
- House Bill 1096-Feb 12, 2018 –Kevin Osburn

## Annual Meeting-Catherine Puckett

- MEETING SET September 14, 2018 (See Attachments)

Public Relations- Julie Barnard (See Attachments)

Fellows-Katie Clark

Awards Committee-Katie Clark

Membership- Brett Schlachter

January 2018 Total – 197

Communications-Brett Schlachter

Archives-Brett Schlachter

Continuing Education- Kris May/April Westcott

## Events

- March 7<sup>th</sup> Restoration for Wildlife Habitat Conference-Bloomington, IN (LA CES APPROVED)
- March 13<sup>th</sup> Northern INASLA Lunch and Learn Pavers

### **LA CES WEBSITE UPDATED**

- **Overall Design:** including site-wide font updates and responsive design pages so you can access LA CES on your mobile device or tablet. Attendee via Tablet, which allows providers or attendees to sign into a course using a tablet in real time.
- **Tutorial Webinar Feb 28th**

Emerging Professionals –Sam Bronowski (and/or others)

Golf Outing-Pat Stout

- AIA Outing is already to capacity this year.
- They would like to blast a survey to membership on their expectations