



DECEMBER, 2022 EXECUTIVE COMMITTEE AGENDA

Location: Context design

Date: 12/3/2022 @ 9AM

Call-in: 1-800-377-8846 Leader code: 40238737 Participant code: 20611724

ROLL CALL

- a) Kris May, Rebecca Ludwig, April Westcott, Anna Menchaca, Beck Schultz, Luke Kessler, Katie Clark, Malcolm Cairns, Anne Marie Yeakey, Christine Pearson, Daniel Liggett, Julie Barnard, Taylor Metz,

APPROVAL OF NOVEMBER MINUTES

- a) Motion: Kris
b) Second: Taylor
c) APPROVED

OFFICER REPORTS:

President – Kris May

Trustee – Katie Clark

- 4 reports to review from Jonathan and from Lobbyists
 - Modifying licensure in 2023
 - Trustees meetings have been focused on strategic planning, climate actions
 - Plans to bring in our lobbyist to talk at a subsequent meeting
 - Bring priorities to the attention of the lobbyists
- Advocacy in Government Affairs is needed moving forward – need liaisons to share information and increase awareness with active members

Treasurer – Dan Liggett

- Review of working draft budget
 - Many pre-COVID costs are resuming this year
- Cost changes of Note:
 - Meeting budget – reduced from \$600 to \$300
 - Special programs – increased to \$750
 - Fellows Nom – increased to \$3000
 - Emerging Prof Committee – potential increases TBD
 - Holiday Party & Fellows Celebration – increased to \$4000
 - April Advocacy – reduce back to \$0
 - National Conference – plan to double
 - Outside event sponsorships – triple expenses
 - Membership Dues – increased to \$18k
 - Potentially remove Survey Monkey Expense
 - Continue evaluating Lobbyist Position (25k) & researching Executive Director position (25-30k)

ACTION ITEM: Review revised copy at next meeting (January 2023)

Sponsorships:

- Happy Hours are not worth the time for vendors – not enough interest – need an alternate benefit
- Advertisements/Announcements may not be reaching people in general
- SUGGESTIONS:
 - Booths at other events and conferences
 - Provide an email blast on behalf of the organizational email, include vendor logos, and

- o brochures; offer a contact for vendor representation
- o Offer and schedule dedicated time with firms

ACTION ITEM: Update Sponsorship Packet to go out to potential sponsors by end of January

Approval of Officer Reports

- a) Motion: Rebecca
- b) Second: Malcolm
- c) APPROVED

COMMITTEE REPORTS

- Earth Day Indiana – Garfield Park – June 3rd
- 2019 Indiana Conference on Landscape Architecture

Awards

- No action

Fellows

- This section of the bylaws may undergo revision

ACTION ITEM: Review for description before filling the committee

Monumental Awards

- No Action

Government

- No Action

Scholarships

- No Action

Public Awareness

- Discussions to increase engagement in the afternoon workshop

Membership/Communication

- Discussions to increase engagement in the afternoon workshop

Continuing Education

- Increase awareness on where and how to Report credits

Quarterly Happy Hour

- No Action

AIA

- No Action

Emerging Professionals

- How to increase more involvement in schools:
 - o Offer critiques, meet & greets, happy hours
 - o LARES study groups
 - o Host cross-university representation (Purdue & Ball State)
 - o Sign-ups for Student Meeting Attendances

Secretary

- No Action

Advocacy Committee

- Do a better job of attending and spreading awareness to members and committees

POTENTIAL NEW COMMITTEE: Climate Action Committee

- Stacy Haviland – Committee Chair
- **GOALS AND OBJECTIVES:**
 - o ASLA Climate Awards Category
 - o Develop and maintain a database of local, state, and federal policies regarding climate and biodiversity topics and training resources
 - o Create a climate communications toolkit

- Appoint professional, faculty, and student representatives
- Share research and generate a climate-based language

CHAPTER WORKSHOP – INCREASING MEMBER ENGAGEMENT AND FIGHTING BURNOUT

INASLA Engaging with Members (Including Students)

Collecting member feedback (survey)

- How to ask – open ended questions, ticking boxes, short survey
- What events do you enjoy attending
- Why join ASLA in the first place
- Do members even want in-person events or do they want resources, study groups, classes

INASLA Strategic Plan

ACTION ITEM: Re-assess and Update

Hard Hat & Secret Garden Tours

- Offer site visits during or upon completion
- Creating a more targeted audience for Hard Hat Tours by networking among designers
- Offering CEUs for tours
- Hosting an event during or after the tour – hosting a raffle or auction
- **POTENTIAL CONCERNS:**
 - Getting the word out – Happy Hours have not been successful
 - Weather Concerns, Scheduling Concerns, who is liable for the event
- **POTENTIAL REMEDIES:**
- Start with one featured project for the year – offer multiple tour dates of the same site
- Secret Garden Tours – high-end design builds for residences and private properties – exclusive invite
- Virtual CEUs – watch parties for new and past presentations
- Update INASLA Website to showcase an archive of videos and resources

Getting more Committee Members:

- Volunteer Coordinator – position to assist in the matching of willing participants to committees
- Form to fill out online – Secretary receives email and places a member in a committee
- Create and post profiles of different committees monthly as “committee spotlights”

MOTION TO DISSOLVE COMPREHENSIVE EVENTS COMMITTEE INTO SEPARATE EVENT COMMITTEES

- Motion: Kris May
- Second: Brian Staesnick
- The motion passes

FINAL ACTION ITEMS:

- **MALCOLM – REACH OUT TO BROWNING DAY ABOUT SCHEDULING PHYSICAL TOURS**
- **REBECCA – MEMBER SURVEY GENERATION**
- **REBECCA – TEMPLATES FOR COMMITTEE PROFILES**
- **KRIS – MONTHLY EMAIL BRIEFS**
- **ANNA – WILL GET IN TOUCH WITH BRETT ON WEBSITE REVIVAL**
- **ANNE MARIE, BECK – HELP WITH VOLUNTEER FORM GENERATION**

NEXT MEETING:

01/18/2023, 4 PM, Virtual (Teams)

ADJOURN.

