

## **INASLA Trustee Report – 05.13.2020**

### **President’s Report:**

- ASLA COVID-19 Response
- WLAM 2020: Highest Reach for Google
- Government Affairs:
  - DC Licensure officially launched (51<sup>st</sup> Governing body to issue a landscape architecture license)
  - STEM: Anticipated answer May 2020, but ASLA is not sure the lag created by COVID-19
  - Please take the Survey (Indiana has only had 6% of membership take it at this point). Our goal is at least 15%.
- CEO Search: Moving forward with 12 candidates, interviews have not occurred yet, and the process is extending through June. No formal announcement of candidates.
- Legal: ASLA is currently named in two lawsuits. They are both being addressed via our insurance lawyers (we have insurance for both), and ASLA has responded with a motion to dismiss the first case. As the second was just filed on 04.22, we have not acted at the time of the BOT meeting.

### **Conference on Landscape Architecture**

- “Force Majeure” clause triggers insurance support of lost revenue, which only happens if continue to move toward hosting the Conference
- To avoid arbitration with hotels, conference venue, and sponsors we need to maintain course and avoid doing too much, too soon.
- The conference task force is currently addressing potential outcomes.
- ASLA has released talking points this afternoon for BOT/CPC to address questions as they arise. For the time being, please direct any questions that you may have to Randy/Allen/Jonathon

### **Finance and Investments Report:**

- 2019 Year-End Report: For 2019, the Society is reporting \$403,786 increase in net assets against a break-even budget. 2019 operating revenues totaled \$13,690,416, or 107 percent of the budget. Expenses for the year totaled \$13,286,630, or 103 percent of the budget. In 2019, the long-term reserve bounced back 17.7 percent from a difficult 2018, which experienced a nine percent, decline.
- Revenue is down dramatically Q1 and full COVID impact will not be realized until Q2 (only 12 Bear Markets since 1950).
- ASLA has a balloon payment of \$2M due July 2024, which we have used our Long-Term Reserve to cover in the past, but this may not be possible given the market decline of that reserve.
- 2019 Audit Committee Report: We received a “clean-opinion” – the highest rating you could receive - from the auditing company CohnReznick, including all Consolidated Statements of Financial position of ASLA.
- Looking to enhance our controls surrounding electronic payments.

### **Membership Dues**

- Students have been particularly impacted by the effects of social distancing and remote work. They have lost the on-campus community that binds them to their future profession. The BOT approved setting the dues for Student, Student Affiliate, and International Student members at \$0, allowing any individual who qualifies under those categories to join at no cost. The initial loss of revenue from student dues is expected to be offset in the conversion rate from student to associate membership. Further, by demonstrating the value of ASLA membership to students, the lifetime revenue for these members will grow membership and strengthen the Society. To achieve this vision, additional onboarding and mentorship opportunities will be added to demonstrate immediate value to all students.
- Upon a review of dues waiver provisions used by other organizations, the following was approved by the BOT:
  - Amend the bylaws to make it easier to clarify waiver benefits due to unemployment and adjust to best practices
  - Set criteria for waiver eligibility to as follows: “Hardship” shall include unemployment; however, an individual is eligible for a dues waiver because of unemployment for a total of two years in their lifetime. Upon reemployment, a member may buy back this benefit by paying past dues. Waivers are granted in six-month increments and renewable if circumstances continue to qualify the individual for a waiver, except for the limited unemployment hardship. To request or renew a waiver, a member must make a written request to national headquarters, detailing the circumstances that make the individual eligible for

the waiver. The request must be accompanied by written support from their chapter president (as applicable).

**Constitution and Bylaws:**

- Voting Privileges:
- VP Terms – Extended the terms of National Vice Presidents (Membership, Finance, Pro-Practice, Government Affairs, to 3 years reflecting a recommendation from the Executive Committee

**Public Policy:**

- Waterways – approved significant changes to ASLA’s official policy on waterways, including more inclusive definitions, much more inclusive definitions of threats, and much more thorough presentation of a landscape architects’ role with waterways.

**ASLA Website Redevelopment**

- Consolidating 14 different websites - with sensitive membership data, as well as a vast technical database - into a platform that demonstrates more value for members, non-member Las, and the public.
- 2-year process, with a \$1M price, so rethinking both timeline and priorities with redevelopment

**Vice President interviews**

- Presentations to the BOT from the VP and President candidates
- Round Robin break-out interviews
- Selected: VP Membership: Brad McCauley, ASLA, VP Professional Practice: Adrian Smith, ASLA, VP Finance: Tamas Deak, ASLA

**ASLA Honors and Honorary Members Selection**

**LAF Presentation**

- Cohorts of fellows to receive additional funding due to COVID-19
- Summit 2 Plan “designing the Green New Deal” in the works
- Currently conceiving a Plan B for the benefit dinner in Miami

Open Forum