

**INASLA Trustee's Report – May  
Board of Trustees Midyear Meeting - 04.28.22**

The Mid-year Meeting (Spring Meeting) of the ASLA Board of Trustees included a Program and Operations Report from CEO Torey Carter and President Eugenia Martin, Finance and Investments reports from VP Tomas Deak and CFO Michael O'Brien, as well as the Finance and Communication VP candidates' presentations/interviews. We also received updates on the ASLA Fund, a report from LAF operations, a presentation on developing a long-term ASLA Communication Plan, a report on membership dues restructuring, and we reviewed/approved all public policy revisions. Lastly, the BOT held an Open Forum to discuss larger governance issues.

The following selection of notes highlights each of the main topics of discussion. Additional materials are appended to this report for reference.

**President's Report**

- Chapter visits – omicron impact
- WxLA Wednesday Walks
- Women in LA Talk
- LABASH - Baton Rouge
- WLAM – Firm visits, Conferences, LAF Green New Deal Summit, NYC Olmsted 200 , LAM Awards, Chapter Awards

**Torey Report**

- Land 8 – How does it compare to other similar assets
- Labash 2022: 350 attendees, 250 students, \$133k in revenue – mini-strategic planning session (what's the future of LaBash)
- Membership growth – spike in November, 3% Q4 2021, 1% Q1 – Goal to leverage meaningful campaigns like licensure, to maintain at least 3% growth
  - Defense of licensure is a big reason for returning lapsed members
- CELA/LAAB – combined efforts – spirit of the conversation to collaborate more
- Harvard visit – Gary Hilderbrant new chair
- Temple – carbon footprint for annual conference, published article in Landscape Journal
- Climate Action Plan – goal to have finished by conference
- Sustainability Week – June 6<sup>th</sup> Conference – promise of a green future
- WLAM – resolutions
- Finalist for LAM Awards
- Sir Geoffrey Jellicoe Award – Highest award that IFLA recognizes (close gap)
- Annual Report – highlight for donors, highlight where dues are going, what have you accomplished – pull together for material draft annual report

**Finance and Investments**

2021 year-end

- Financial reporting – net assets up (over \$10.1M)
- Revenue – 2020 and 2021 have special items like PPN loan and insurance (conference), Membership revenue is a lagging indicator (while membership is growing, not translated into dollars yet)
- Manages expenses well

2021 year-end audit

- Clean opinion
- No material weakness or reportable conditions – excellent result!
- End of Year Financial Position
- Revenue tracks with expenses down
- Look at Note 1, 4, and 5

2022 Financial Report – Q1

- Lots going on – scary market conditions
- Unrealized losses in long term reserve related to market
- May have to adjust expenses in Q3 and Q4
- Long term reserve down significantly

## ASLA BOT MEETING 04.29.22

### ASLA Fund Report – Tom Mroz

- New strategic efforts (\$105k to get the Women of Color licensure initiative)
- Daniel Martin – Set a Fellow's Scholarship record (\$30k), Awards programs and sponsors, Minecraft Design Camp (<https://www.asla.org/land/LandArticle.aspx?id=59791>) LABash support
- Founders Club – regular donations of the fund (monthly) – special events, behind the scenes
- Dream Big with Design
- Students at the conference were amazing
- “Expert Support” Abundance Strategies (grant writing/fundraising plan, connections to donors, messaging).
  - Building capacity
  - 20% of Torey's role will be fundraising
  - Advisory board – BOT oversight
  - CRM and tracking
  - Fundraising calendar
  - Develop gift policy – need to feel comfortable with gifts we are receiving (ethics)
  - Developing capacity for collaborative fundraising at Chapter level (cannibalization from chapters)
  - Roles for board – ambassadors (everyone is a fundraiser)
  - Share share share, donor calls, program funding ideas, bring donors, contribute content to grant-related research, give
- Support of chapters that have separate funds
  - Collaborative
- Board oversight – How much does ASLA contribute to the fund annually.
  - Where does ASLA want to go – fundraising for everything – self-sustaining goal
  - On-going conversation
- Institutional grants
  - Percentages (1 out of 4)
  - Stewardship of those institutions

**LAF Report** – (Scholarship + Internships + Mentorship) Research rigor, Deb Mitch Research Grant (engagement by design- aging communities), Council of Fellows fund, Green New Deal Superstudio and Design Policy + Advocacy Summit (grounding the green new deal),

- DEI Program/Campaign – announce Q4 and launch 2023 - DEI VP role, mentorship launch particularly for BIPOC, “Design Journey Map”, reliable annual financial support, annual paid internships,
- Digital Repository: 55 exhibits of 670 projects – jstore catalog <https://www.gndsuperstudio.com/>

Creating an Environment for Excellence – Employment Training

- Focused on Unlawful harassment and how important a Bullying environment is
- EEOC – sexual harassment numbers
- Perception/intent, objectiveness, reasonable perception

Green Jay Strategies – PR Firm

- Case studies: Audubon Society, American Association of Geographers (World of Possibilities video)
- Member media directory
- Great opportunities (Awards/events) in the communications and media spaces
- PR Chairs conversation

## **ASLA BOT MEETING 04.30.22**

### **Honors and Awards / Voting**

- Kelly, Solano, Ebru, Kofi, Arnn, Mikyoung Kim, Olmsted Parks, Kene
- Jean Catalano, Dr. Lisa Harris, Elizabeth Hebron
- VP candidates

### **President Speeches**

- SuLin Kotowicz
- Pam Linn

### **Membership Dues Restructuring**

- Part of the strategic plan
- Task Force – Surveys, understanding value, financial relationship with members (where's the beef?), doesn't appear to be price (associate members dropping); understanding relationships with firms, newer members driving online learning amounts
- Can we get reciprocal membership?
- Google analytics – how do people vote with their time
- Brainstorm about value – how do we add value to being a member – not just packaging
- Part of our responsibility as a trustee is having these conversations about value with Excomm.

### **Policy Updates**

- The Community & Stakeholder Engagement public policy amends and retitles the Public Participation public policy, which itself replaced the Art Commissions and Other Reviewing Authorities policy in 2001. The Art Commissions and Other Reviewing Authorities public policy was created in 1964.
- The proposed amended public policy clearly states that ASLA believes “public decision-making processes should be open, accessible, and participatory.” The amended policy also affirms that we support active and intentional engagement in all phases of projects because we believe engagement helps to build consensus, trust, and shared decision-making; solicit and reflect community feedback; and guide design decisions.

### **Open Forum**

- False Advertising – Federal Trade Commission regulations (<https://www.ftc.gov/news-events/topics/truth-advertising>)
- New Committee Structure: Task force – ready to share updates soon – MIRO board
- STEM update
- ASLA Should explore opportunities to engage Federal Employees



Honorary Membership Nominations  
c/o Honors and Awards  
636 Eye Street, NW  
Washington, DC 20001-3736

February 11, 2022

Subject: Letter of Nomination of Dr. Lisa Harris for Honorary Membership

Esteemed Colleagues on the Executive Committee and the Board of Trustees,

I write asking for you to recognize Dr. Lisa E. Harris, M.D., with Honorary Membership to the American Society of Landscape Architects (ASLA). She has practiced medicine for 30 years at the nationally renowned Eskenazi Health, **dedicating her career to improving health care for vulnerable and underserved populations.** More than this, she has attained the highest level of leadership at two of the preeminent medical institutions in the United States, Eskenazi Health and IU School of Medicine. She also provides leadership to 9 other nonprofit Boards at the local, state, and national levels. Beyond that, she has demonstrated committed advocacy for the power of the natural and built environments in improving community and patient health. Dr. Harris' notable service to landscape architecture extends beyond her leadership and advocacy. From our newly adopted Strategic Plan to our core values of advocating for public health and justice, she embodies the quintessential tenets of the profession. Dr. Lisa Harris demonstrates exactly what we ask of our Honorary Members, from achievement to notable service to the profession. It is for these reasons and many more that I nominate her for your consideration.

Dr. Harris serves as Eskenazi Health's Chief Executive Officer, leading one of America's essential public health care systems and the oldest in Indiana. Eskenazi Health's programs have received national recognition, particularly in their offering of new health care opportunities to the local community, providing treatment and services to over 1 million outpatients each year. Incredibly, Dr. Harris remains actively engaged in patient care, research, and teaching, serving as the Associate Dean at Indiana University School of Medicine. In addition to her roles as CEO and Associate Dean, Dr. Harris is an active and engaged leader in the local community, serving as Medical Director and President of the board of directors of the American Red Cross of Indiana and on the boards of directors for the Regenstrief Institute, Julian Center, Second Helpings, MESH (Managed Emergency Surge for Healthcare), and the inaugural board of directors of the Patachou Foundation, focused on providing healthful food to homeless children. She also serves on the boards of United Way of Central Indiana and the Christian Theological Seminary and served as the 2015 chair of the American Heart Association's Go Red for Women initiative. She has also served as past chair (and current board member) of America's Essential Hospitals. Throughout all of this, **Dr. Harris has used her leadership roles to intensely focus on improving access to patient-centered, comprehensive, community-based primary and mental health care, health promotion and effective chronic disease management.** She has concentrated Eskenazi Health's resources on prevention, health promotion and primary care, asserting that the greatest opportunity to improve the health and vitality of a community is to keep people well in the first place.

In addition to her effective use of leadership roles to advance public health and justice related initiatives, Dr. Harris has also staunchly advocated for these important topics across the Country. As past chair of America's Essential Hospitals (formerly the National Association of Public Hospitals and Health Systems), **Dr. Harris has nurtured the organization's strong presence on Capitol Hill, advocating for our nation's most vulnerable populations.** Locally, Dr. Harris helped successfully lead a campaign seeking voter approval for a new Wishard Hospital campus. Prior to the 2009 special election calling upon voters to approve the construction, Dr. Harris helped build coalition of community and business leaders and participated in more than 200 meetings to share information about the project. An astounding 85 percent of voters said yes to the referendum; in 33 precincts, not one opposing vote was cast. The Eskenazi Health campus opened in December 2013 and is among the first and largest hospital campuses in the United States and the first in Indiana to

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achieve Leadership in Energy and Environmental Design (LEED®) Gold certification. This achievement is in no small part due to Dr. Harris's advocacy for the incorporation of landscape in support of both sustainability and community wellness goals. She also recently spoke at the National Conference on Landscape in Nashville, sharing both her vision of an integrated and landscape-led wellness strategy as well as the remarkable impact of the new campus. Entitled "Ensuring Wellness in 21st Century Society: Equity and Inclusion at Eskenazi Health", this session was one of the highest-ranking conference sessions in 2021. Dr. Harris' advocacy of the benefits of landscape architecture and its critical role in public health and wellness complements our own advocacy and helps to elevate the visibility of our profession.

In addition to her ongoing leadership and advocacy, Dr. Harris is known for her community health activism. Knowing that the impact of place exists well beyond the moment of design, public health programming is managed within hospital's entry plaza, known as "The Commonground". As a philanthropic endeavor with a distinct focus on connecting to the community, all aspects of the campus are aimed at a specific health goal, from food harvesting and patient engagement at the SkyFarm to stormwater management to spaces geared to each facet of holistic health. There is also a Canine and Patient Therapy Garden, promoting extensions outside of Western Medicine's traditional approach. Dr. Harris also championed the "Wellness Trail" connecting the campus with the nationally renowned Indianapolis "Cultural Trail", which further links the hospital campus to the surrounding city.

The impact of Eskenazi Hospital is remarkable and in no small part, due to Dr. Harris' role. As previously noted, its front entrance is flanked by a 1.5 acres plaza, called The Commonground, which features 5,000 perennial plants, a trellis sculpture, lawns, public seating, Healing Waters dry-deck fountain, the St. Margaret's Hospital Guild Limestone Falls, and the Frank & Katrina Basile Pavilion. The Basile Pavilion is home to Duos, an Indianapolis-based restaurant serving local food. Eskenazi Hospital has been recognized for its emphasis on growing and serving local and healthy food options. In 2016, the Physicians Committee for Responsible Medicine ranked Eskenazi sixth of 24 hospitals recognized nationwide for providing fresh vegetables, whole grains, cholesterol-free entrees, and soy milk. The hospital produces about two tons of produce annually from its 5,000 square feet rooftop gardens, called the Sky Farm. Of the \$3.4 million annual food budget, the hospital manages to allocate 40 percent to Indiana farm and food suppliers, serving about 113,000 meals monthly. From the onset, two goals for the new landscape were identified by hospital leadership as led by Dr. Harris. First, healing should begin as soon as one arrives onto the campus. Second, that people should want to come to Eskenazi whether seeking hospital services or not. These goals are a revolutionary approach to public health facilities and certainly leveraging the role of landscape architecture.

**From her nationally recognized leadership roles and advocacy impacts to her many contributions to landscape architecture, Dr. Lisa Harris is deserving of Honorary Membership with ASLA.** Her belief in the public health power of landscape as well as its role in addressing the needs of underserved community members is laudable. These aspirations are reflected in recently launched Strategic Plan, especially the focus on Community and Connections.

I offer my highest recommendation to the evaluation committee to support Dr. Lisa Harris' nomination.

Respectfully submitted,



Jonathon Geels, PLA, FASLA

Vice President of Operations and Principal Landscape Architect – Troyer Group, Inc.  
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February 6, 2022

Subject: Nomination of Dr. Lisa Harris for Honorary ASLA Recognition

To the Nomination Committee:

I am both excited and honored to recommend Dr. Lisa Harris, MD, for the title of Honorary ASLA through the Indiana Chapter. I have known Lisa since 2009 when I began my engagement in the design of Eskenazi Health Hospital campus. Efforts to enhance the program and experience of the hospital campus and the satellite campuses continue to this day. Lisa's history of advocacy for the incorporation of landscape in support of community wellness and belonging is manifest in all that has been designed and constructed to date at the medical campuses, reinforcing Eskenazi's position as the nation's most progressive public hospital and elevating the landscape of care to the highest potential impact.

Two goals for the new landscape were identified by hospital leadership as led by Dr. Harris in her role as Chief Executive Officer: Healing should begin when one passes onto the campus, not just when one enters the clinic building; and people should want to come to Eskenazi whether seeking hospital services or not, welcoming all through accessibility – the invitation to participate. These are no small requirements for a hospital landscape, beginning the healing process within the connective tissue of a medical center, and inspiring engagement regardless of need. This is testament to Dr. Harris' leadership as well as her belief that the qualities and characteristics of landscape are a necessity to the good health of a diverse community. These prescient aspirations are now mirrored in the ASLA's National 2022-2024 Strategic Plan, focusing on Community, Connections, Innovation, Scale, and Voice. Dr. Harris' vision for the new hospital campus is an extraordinary example of her impact well beyond the borders of the hospital, reaching deep into the fabric of every family in Marion County and the extents of the State and Nation beyond.

Within the hospital buildings, patients have direct access to light and landscape, as Dr. Harris understands that the rate of healing increases exponentially when patients look upon verdant and engaged landscapes. Health programming is managed within The Commonground, Eskenazi's philanthropic "give-back" to the Indianapolis community, establishing accessible health and wellness activities to all with the aspiration of ensuring wellness-thinking as normative among the population. Every opportunity within the campus connective tissue is focused on productivity, whether food harvesting and patient engagement at the SkyFarm (3000-pounds of food are produced there annually), stormwater management, mindfulness spaces, or physical therapy as realized in the Canine and Patient Therapy Garden which promotes both physical therapy with animals and the recognition that wellness is elevated when patients can be reunited with their four-legged friends during recuperation. And the "Wellness Trail" at which The Commonground is the central node will soon be unified with the Indianapolis "Cultural Trail" linking the hospital campus into the cultural fabric of the city-at-large. With this critical design-thinking and landscape-forward strategy, the Eskenazi campus has been awarded LEED Gold certification, a rarity among hospitals, in large part to Dr. Harris' advocacy that landscape play a critical role in community health.

Most recently, Dr. Harris spoke at the National Conference on Landscape in Nashville to share her vision of a landscape-forward approach to wellness and the extraordinary metrics that have solidified her vision as one of extraordinary results, particularly during this ongoing pandemic. Her advocacy of the benefits of our profession and its critical role in the health and wellness of our society has elevated our profession, its visibility, and its positive impact well beyond any aesthetic values. For this alone she is worthy of our recognition. The recent national conference session entitled “Ensuring Wellness in 21st Century Society: Equity and Inclusion at Eskenazi Health” has been identified as one of the highest ranking conference sessions in 2021.

I offer my highest recommendation to the evaluation committee to support Dr. Lisa Harris’ nomination. Please extend to her every courtesy. In her own advocacy for our discipline’s role in the elevation of culture, she deserves our continued praise.

Respectfully submitted,



David A. Rubin, FASLA, FAAR  
Founding Principal, DAVID RUBIN Land Collective

# Membership Trends – Lapsed Member Campaign



68% responded to the  
"Licensure Defense"  
value proposition

371 members rejoined



Membership



# Membership Rate of Change



Membership

# Current and Lapsed Member Perceptions

## Current Members – Why I May Not Renew:

- I don't get enough value from being a member (25%)
- Membership in ASLA is too expensive (20%)

## Lapsed Members - Why did you decide to no longer be a member:

- Membership in ASLA was too expensive (28%)
- I didn't get enough value from being an ASLA member (23%)