

ASLA Board of Trustees
Annual Meeting
November 5-6, 2015 Chicago, Illinois

Report

President's Report - Richard Zweifel

A review of his year in office including the leadership outreach conducted by him, ASLA officers and key staff. It included visits to 22 chapters (including Indiana), 20 student chapters and 7 allied professionals and their meetings.

3rd Quarter Program and Operations Report - Nancy Somerville

Purpose: To provide a summary of the third quarter 2015 accomplishments across major program areas.

ASLA Center for Landscape Architecture

- Budget status reviewed along with latest design adjustments and updates and value engineering.
- Total budget as previously approved by BOT - \$6.3M.
- \$1.5M donation goal. Nearing 60%. All chapters have contributed.
- Staff will move to temporary facilities in mid-December.
- Work beginning at end of December.

2016 Annual Operating Plan - Nancy Somerville and Chad Danos

The Annual Operating Plan (AOP) outlines ASLA programs, their objectives, and specific goals for the coming year. The AOP responds to the board's evaluation and ranking of strategic objectives and programs as well as the SWOT and related strategic planning discussions of the Executive Committee and senior staff.

APPROVED

2015 Finance and Investments Report - Michael O'Brien and VP Jeffrey Townsend

Overall revenue and expenses in line with budget

2016-2017 Operating Budget

A reminder given of 3% dues increase in 2016 (approved by BOT at 2014 mid-year meeting).

APPROVED - but with extensive discussion regarding possible inclusion of funding for ASLA rebranding effort.

- BOT is in agreement that ASLA is due for a rebranding. Funding for such was not included in 2016-2017 budget. It is however earmarked for 2017 (\$100,000).
- Discussion centered on a desire by some that rebranding efforts be pushed up to coincide with opening of new Center for Landscape Architecture. A "missed opportunity", it was thought.
- With attention to demands of new headquarters - physically and financially, staff and leadership has suggested that rebranding wait until 2017.
- BOT approved request that staff review financial results of Chicago meeting and bid requests for renovation and determine if including rebranding in 2016 is feasible.

2016-2017 Capital Expense Budgets -

Headquarters Building Renovation is primary focus in 2016.

2017 plans - ASLA rebranding and LA CES redesign.

APPROVED

Code of Ethics Amendment

Purpose: To review and approve amendments to the ASLA Professional Code of Ethics Rules of Procedure for Filing and Resolution of a Complaint.

APPROVED

Luncheon Panel - "Next Generations: Focus on Emerging Professionals and Diversity"

Richard Zweifel - President ASLA

Randy Weatherly - President CLARB

Ming-Han Li - President CELA

Carol Rhea - President APA

Stephanie Rolley - President LAAB

Kona Gray - President LAF

Open Forum

Constitution and Bylaws Review - breakout groups

Considered for BOT discussion and preliminary action:

- Creation of an Associate Advisory Council (AAC) - APPROVED
- Adding an Associate representative to the Board (determined by AAC) - APPROVED
- Creation of a Student Advisory Council (SAC). Chair will serve as Student Rep. to Board. - APPROVED
- Lengthening of term of associate membership from 3 to 5 years - NOT APPROVED. Approved keeping term of associate membership at 3 years but dues gradually increasing over 5 years with no free first year. First year to be at rate close to Student dues.
- Distinguishing between governance-critical committees and advisory/program committees and giving ExCom authority to approve/disband the latter - NOT APPROVED

BOT recommendations will be reviewed by Constitution and Bylaws Committee. Details will be finalized and wording refined before being presented to BOT (probably at mid-year 2016) for consideration.

Annual Meeting and EXPO Briefing

Numbers are all outstanding.

- Nearly 5600 attendees including 547 students
- 404 exhibitors

A reminder the Annual Meeting is responsible for about 1/3 of ASLA's total revenue budget.

Student Representative Report - Chelsea Keith

Document Retention Policy

With the pending ASLA Center for Landscape Architecture construction, staff is reevaluating ASLA's storage needs and document retention practices.

Staff's suggested policies toward treatment of certain types of documents was APPROVED.

Board Performance - breakout groups

***Purpose:** To review Board performance assessment questions from the post midyear survey, evaluate current resources available for trustees, and discuss the key engagement factors of ASLA's volunteer workforce.*

ASLA Fund - Mark Focht

The ASLA Library and Education Advocacy Fund (ASLA Fund) seeks to expand the body of knowledge of the landscape architecture profession, promote the value of landscape architecture, and increase public understanding of environmental and land use issues and principles. The Fund supports the library, archives, awards, research, and education programs of the American Society of Landscape Architects.

ASLA Fund Priorities and Special Projects

- Chinatown Green Streets Demonstration Project
- Center for Landscape Architecture
- Headquarters Green Roof Advocacy and Promotion
- Public Awareness Sub-Site for ASLA Online: Designing Our Future – Sustainable Landscapes
- Prints and Drawings Collection
- Sustainable Sites Initiative™ (SITES™)
- Study of the Economic Impact of the Profession

Submitted by,

David Gorden, ASLA
Indiana Chapter Trustee
November 17, 2015