

ASLA/NCC  
American Society of Landscape Architects Northern California Chapter

MINUTES

REGULAR MEETING

MONDAY, AUGUST 30, 2010

PGA DESIGN  
444 17TH STREET  
OAKLAND, CALIFORNIA  
7:00 P.M.

**MEMBERS PRESENT:** Vice President Chiye Azuma, President Ann Baker, Director Tim Coppola, Chapter Newsletter Editor Melissa Erikson, Chapter Administrator Lindsay Johnson, Trustee Chris Kent, CC/ASLA Delegate Dave Mitchell, Past-President and CC/ASLA Delegate Juanita Salisbury (via conference call), and President-Elect Mitch Wilks

**MEMBERS ABSENT:** Secretary-Treasurer Karen Verpeet

**1. CALL TO ORDER**

The Executive Committee meeting was called to order by President Baker at 7:12 p.m. All members were present except Secretary-Treasurer Verpeet

**2. PRESIDENT'S REPORT – I/O**

President Baker reported that we have a new agenda, and suggested the meeting move on to approve the minutes and discuss the Projects List.

**3. SECRETARY-TREASURER'S REPORT**

**a. Approval of Minutes from 07/12/10\* - A/R**

Baker asked if the Board offered a membership fee waiver for incoming Vice-President Sarka Volenjkova. Johnson responded that yes, the Chapter made the offer to Sarka. However, the request was not approved (by National) because Sarka would need to be a current member in order for her fees to be waived.

**Motion:** Moved to approve the July 12, 2010 minutes as presented. Mitchell/Wilks/unan.

**b. Acceptance of Q3 Financial Report\*- A/R**

Mitchell reported that due to increased membership in our Chapter, an additional \$1,000 will need to be budgeted for CC/ASLA dues. A revision will need to be made for next year's revised budget. Johnson/Baker suggested postponing this action until next meeting when Secretary-Treasurer Verpeet is present. All agreed.

**4. PROJECT TO-DO LIST UPDATES\* - I/O**

**a. Lecture/ Educational Series- Wilks**

This past year we did 2 Lectures and 3 Educational events. Wilks opened discussion of how we would continue Educational series in the future; and how to respond to vendor initiated events. Baker stated it was decided there would be three different categories: Lecture, Educational and Technical Series. The Technical Series is a Vendor sponsored event where the Vendor would be responsible for the venue, the food, and coordination so that the Chapter would not have to supply volunteers or be responsible for closing down the AIA office. This would not, however, preclude the use of the AIA office but would allow events to be hosted at sites outside SF, such as the South Bay, etc.

Baker explained the basic difference between the Technical/Lecture/Educational Series is based on who is initiating the event, i.e. vendor or Chapter. The idea behind the Technical Series is so that we can respond to Vendors who have been approaching the Chapter with proposals to do lectures on technical subjects, and creates a clear category for responding to such requests.

Wilks asked the group if there were any solid ideas/topics for presentations. Azuma offered “Universal Design and ADA” and “New Regulations LA’s should know about: WELO, AB 1881, CALGREEN, ADA Updates” as possible topics. Wilks asked for ideas for “big draw” names for the Lecture Series, given the success that we had with Ron Herman. Coppola suggested tapping the Fellows, and noted the list that Johnson prepared for the group. April Phillips became this year’s Fellow, and Clare Cooper Marcus has received an Honorary.

Coppola proposed that one of the Lectures be a Mentoring event, a once a year event. Wilks stated he would like to have a person who can tell a good story. Baker agreed with Azuma that it is nice to have a presentation that is timely, as we did this year with Eldon Beck, and suggested a presentation on Hunters Point as an example. Azuma suggested tapping the year’s award winners to talk about their projects, such as Andrea Cochran.

Johnson suggested clarifying the requirements and outline the criteria for each of the presentation series for sponsorship reasons, and so that it is clear to everyone. Baker reiterated her understanding of the three. **Lecture Series** is about individuals and their body of work. **Educational Series** is more about a topic that is of interest to members. The topic is generated by the Chapter, and the Chapter is responsible for finding the Sponsor. The **Technical Series** is very similar to the Educational Series in that it is about a topic, but the difference is that it is not sponsored by us (the Chapter), but is organized and paid for by the Vendor under our guidance. The topic is proposed by the Vendor. Baker stated that she has drafted up criteria that sets the standard for the Technical Series event.

Possible names/topics for the Lecture Series: Daniel Iacofano, Michael Painter, Tom Scharffenberger, Ken Kay, Bry Sarte (Sherwood Design Engineers), Bonnie Fisher (ROMA), Jennifer Worth and Tom Wirth (TPL), Will Travis (BCDC) on Global Warming, Hunters Point consultants and update on project, and Michael Boland (Presidio Trust) – for Landscape Architecture Month.

Wilks will work individually with members to develop up to half dozen ideas. Wilks to come back to group and report on progress.

Baker mentioned a letter from a member in the South Bay who asked if we could tape the lectures for members who cannot travel to SF for events. Johnson suggested taping and uploading to YouTube. Wilks offered he has a camera and tripod that can be used.

**b. Emerging Professionals Program- Baker**

Baker reported the EP Program is going well. Pro Bono Meeting is scheduled next week in Oakland at the Trappist. Group will discuss playground project that Azuma sent to them. Azuma requested confirmation of criteria for pro bono projects. Baker will follow up with the EP group to send website information to Azuma. Johnson reported that she updated the Facebook page with EP info; and reminded the group to go to the Facebook page and to “Like” the group.

**c. Website- Azuma**

Azuma asked Johnson for list of past Fellows, Trustees, and other Chapter information from Joe’s files; from Kent for information on Fellows nomination/selection process; and information from the EP group. There are links originally proposed by members but content was never submitted. Azuma will compile a list of links proposed for deletion as a last call. Baker/Wilks suggested that Azuma continue to attend Board meetings every other month or so to keep the group updated on the website.

Johnson will contact LunarPages to find out how to create new Board member emails with [at]asla-ncc.org that will forward to individual email addresses.

**d. Newsletter- Erikson**

Erikson asked the group to rethink the purpose of the newsletter; and asked that it consider her recommendation to reduce the frequency of publication to two or four issues per year. Johnson offered that the e-newsletter can fill in with monthly and timely updates, such as a monthly letter from the President. The group discussed ways to encourage and solicit additional content material from members. Azuma pointed out that the nature of the newsletter would be very different between a quarterly and twice yearly format. At twice a year the title "Update" would quickly become an "outdate." Baker stated she would prefer four times a year vs. twice a year. Erikson asked that the group take some time to consider the nature and purpose of the Update; and make a decision for its future by the end of this year.

**e. Allied Professional Relations- Baker**

No discussion.

**f. Strategic Plan- Baker**

Baker noted she received comments from Azuma on the Survey and presented the updated Survey with the group. Johnson offered that she could easily convert the survey into SurveyMonkey. Azuma suggested adding item numbers to the list of Opportunities and Challenges so they can be easily referenced in the "further comments" box. Erikson asked that a check item for contributing material to the Update newsletter be added under "Areas of Personal Interest."

**g. Vendor Relations- Baker\***

Johnson presented the draft Vendor-Sponsored Events procedures to the group, noting that the document is based on LACES (Landscape Architecture Continuing Education System) criteria.

The event is meant to be offered free of charge, and the Vendor is responsible for paying for the venue, food, drinks, and a Vendor fee to the Chapter in return for having the event advertised to our membership. Baker noted we should have a paragraph that sets a standard for the content – that it be of educational or technical value to landscape architects, the length of the presentation, etc. The standards should be clear to remove any ambiguity about what is considered a sales pitch or not.

Discussed the need to set fees, use "Host" instead of "Vendor;" agreed that these procedures apply to the Technical Series; and to allow the possibility of multiple hosts to defray costs. Discussed setting fees at \$500 or \$300. Johnson noted there would be a charge of only \$250 if it is only for sending out a mass email, but \$500 would be for the "whole package." Baker admitted there are gray areas such as the recent Enlightened Spaces presentation for which we didn't charge any fees although the event was advertised with the Chapter's emailing list. Discussion to continue.

Azuma requested the item under Vendor Relations be changed to Universal Design, not "Accessible Playground."

**h. Board Election**

Discussion to appoint James Ingels as an additional Director on the Board. Johnson said she would contact National to inform them of the Chapter's desire to add a Director to the NCC Chapter Board.

**Motion:** Moved to appoint James Ingels, Director to the ASLA/NCC Board for the coming year. Azuma/Wilks/unan.

**i. President's Winter Gala- Wilks**

Wilks reported visiting the Faculty Club as a possible venue. Kent noted the benefits of the space, but that parking may be an issue because of having to navigate through campus. Suggestion to include map with invitation. Discussion on programming. Presentation of one Fellow and two Honorary members. Mitchell suggested asking Terri Thomas, Lobbyist, to come and give us brief (10 min) update on the sunset review process. Another exhibit? Student work since we are already on campus? Coppola will check with students. Date is Dec. 2 (Thursday). Wilks will work with Johnson and move ahead with scheduling the Gala at the Faculty Club.

**5. CC/ASLA REPORT- MITCHELL**

**a. CC/ASLA Proposed 2010/11 Budget & Memo\*–A/R**

Mitchell presented. Sunset review next year. Pay lobbyist. LA's now included in Professional Lien Bill. Council president will be with the Sierra Chapter next year.

**Motion:** Moved to approve proposed 2010/11 Budget as presented. Coppola/Baker/unan.

**6. TRUSTEE REPORT- KENT -I/O**

None.

**7. NEW BUSINESS**

**a. Gilda Puente-Peters- Events Promotion\* –A/R**

Johnson presented a two part request from Gilda Puente Peters for the Board's consideration.

An awards competition to be held in Quito, Equador. Baker thought this event could be advertised free on the website, Land8Lounge, etc. for the benefit of the members.

Request to hold a Universal Design event at end of October. Baker determined this would be a Technical Hosted event. Puente-Peters could just pay the \$250 to have access to the Chapter's email list, or for \$500 it could become a Technical Series event with the Chapter's seal of approval (the package).

Kent will conduct a background check on the Awards competition and report back to Johnson.

**8. ADJOURN**

Meeting adjourned at 9:15 p.m.

Discussion of location of transition dinner on October 12. Restaurants to be considered: Fang, SF, or Venezia in Berkeley. Wilks to research and decide.

**9. UPCOMING MEETINGS**

*Tuesday, October 12, 2010 @ TBD location*

*Monday, November 8, 2010 @ TBD location*

\*= Item included as attachment

A/R= Action Requested

I/O= Information Only

Respectfully Submitted,  
Chiye Azuma, Vice President