



American Society of Landscape Architects
Northern California Chapter

EXECUTIVE COMMITTEE MEETING MINUTES

Monday, 10 October, 2011
Saylor's Landing Restaurant, Sausalito, California

President-Elect Philips called the Executive Committee meeting to order at 6:00 pm. Those in attendance and constituting a quorum were:

2010-2011 EXECUTIVE COMMITTEE (voting):

| | | | |
|-------------------|---------------------|---------------------|------------------------------------|
| Mitchell Wilks | President | Timothy Coppola | Director |
| April Philips | President-Elect | Amy Cupples-Rubiano | Director |
| Sarka Volejnikova | Vice-President | James Ingels | Director |
| Karen Verpeet | Secretary/Treasurer | Dave Mitchell | CCASLA Delegate |
| Christopher Kent | Trustee Delegate | Ann Baker | Past President/ CCASLA Delegate |

2011-2012 EXECUTIVE COMMITTEE (non-voting):

| | | | |
|---------------------|---------------------|-----------------|------------------------------------|
| April Philips | President | Anita Bueno | Director |
| Sarka Volejnikova | President-Elect | Timothy Coppola | Director |
| Michelle Koo | Vice-President | James Ingels | Director |
| Amy Cupples-Rubiano | Secretary/Treasurer | Joe Runco | Director |
| Christopher Kent | Trustee Delegate | Dave Mitchell | CCASLA Delegate |
| | | Mitchell Wilks | Past President/ CCASLA Delegate |

Absent:

| | | | |
|---------------|-----------------|---------------|---------------------|
| Dave Mitchell | CCASLA Delegate | Karen Verpeet | Secretary/Treasurer |
|---------------|-----------------|---------------|---------------------|

Others Present:

| | | | |
|------------------|-----------------------|--------------------|------------------------|
| Melissa Erickson | Newsletter Editor | Chiye Azuma | Website Manager |
| Laura Leuer | Chapter Administrator | Nikos Papadopoulos | Emerging Professionals |
| | | Annie Youngerman | Emerging Professionals |

I. President's Report

- a. Philips provided a brief summary of the agenda and goals for developing a strategic plan.
- b. Introductions of 2010-2011 and 2011-2012 Executive Committee members.

II. Secretary/Treasurer's Report

- a. **Approval of Minutes from 9/11**

Motion by Philips: Move to approve the 12 September 2011 meeting minutes.
Seconded by Ingles and passed without dissent.



b. Change signers on Chapter Checking Account

Motion by Baker: Move to remove Mitchell Wilks and Karen Verpeet from the account and to add April Philips and Amy Cupples-Rubiano. Seconded by Coppola and passed without dissent.

Current authorized signers are now as follows:

| | |
|---------------------|---------------------|
| April Philips | President |
| Amy Cupples-Rubiano | Secretary/Treasurer |
| Joe Owen | Accountant |

c. Approval of Temporary Contract for New Chapter Administrator

Motion by Kent: Move to approve temporary contract for Laura Leuer serving as Chapter Administrator while the full contract is being reviewed by ASLA National. This temporary contract will serve to authorize Laura Leuer to begin her work as Chapter Administrator. Seconded by Philips and passed without dissent.

III. Strategic Planning Session

a. Membership Survey Recap

- Winter Gala was not a priority for members, members like it for building camaraderie and networking, more popular event for drawing in vendors.
- Annual Meeting in April, successful event, members enjoy.
- Advocacy and lecture series were highest priorities for members.
- 22% response rate, priorities (in order):
 - Educational Opportunities, Lecture Series
 - Government Advocacy
 - Media Relations
 - Emerging Professionals
 - Awards
 - Gala

b. Role Descriptions and Responsibilities Overview

- By-laws outline roles to some degree, although some roles have very little definition. To better define roles, we will need to modify and change the by-laws.
- Committees can be opened up to interested at-large membership with oversight from Executive Committee member.
- Trustee serves as the institutional memory, serves for 3 years, and represents our chapter at ASLA National.



- Chapter President position is 3 years, starting with President-Elect and continuing through Past President. Connects with other Chapter Presidents at the Chapter Presidents Council.
- Topics/Committees for potential focus of Executive Committee:
 - Public Relations (Bueno)
 - Government Affairs (Mitchell, Wilks, Kent)
 - Membership
 - Sponsorship (Volejnikova and Cupples-Rubiano)
 - Events (Volejnikova and Cupples-Rubiano)
 - Awards
 - Emerging Professionals/Education (Baker, Coppola and Runco)
 - Lecture series (Koo)
 - Newsletter (Erickson)
 - Website (Azuma)

c. Visioning

- Is there an opportunity for more participation with membership?
 - Can the annual meeting have an actual meeting portion?
 - Visioning board to generate ideas with stickies at gala / annual meeting
 - What can the chapter provide that you don't already get through your career/profession?
- Can we broaden our audience / networking opportunities to engage more with other professions?
- Can we have others at some of the events, think beyond landscape architecture, include topics or speakers that are of interest to landscape architects as well as civil engineers, architects, planning groups, and city groups.
- Create ASLA 101 for our members to help them understand the organization, how it can work for them, and how they can become active members.

d. Fundraising

- Revised sponsorship opportunities discussed
- Goal is to move sponsorship to a year-round activity by all Executive Committee members with targeted funding to be raised for each event.
- Winter Gala is historically the hardest for which to acquire sponsorship. Fundraising should begin during the summer in advance of the fall transition of the Executive Committee.
- Design firms as well as vendors should be sponsors particularly for the Emerging Professional Program

e. Career Development Programs

- Lecture Series
- Technical Series
- Emerging Professionals (Baker)
 - Socializing/Networking among peers
 - Training



- Pro-bono opportunities
 - Mentorship – (Coppola)
 - To serve as the bridge between the older generation and the emerging generation of Landscape Architects
 - Connecting with high schools to introduce landscape architecture as a profession
 - Attendees can define for themselves what an emerging professional is, 2 years, 8 years, 12 years, and beyond. There is no set definition; all are welcome to attend all meetings and events.
 - Student Chapters
- f. Chapter Events**
- Winter Gala
 - Honoring 2 Fellows, increased vendors, headline speaker
 - Typically have 60-80 up to 120 attendees.
 - Volejnikova and Cupples-Rubiano to work on developing Gala with Laura
 - Student show optional
 - Location options to be determined. San Francisco location preferred.
 - Annual Meeting and Awards
 - SF Flower and Garden Show
 - Landscape Architecture Month
 - Architecture and Design Month
- g. Public Relations**
- Publicity Materials
 - UPDATE Newsletter Report (Erickson)
 - Quarterly publication through email
 - Potential to be more useful with links, color, advertising
 - Need to assess what it's role should be
 - Should the newsletter transition to a blog?
 - Media Relations
 - Allied Professional Organizations
 - Website (Azuma)
 - Page view counts
 - Should there be a blog?
 - Input of content is the biggest problem
 - Government Advocacy
- h. Awards and Fellows**
- Fellows Nominating Committee
 - Annual Chapter Awards
 - Student Awards
 - San Francisco Flower and Garden Show

IV. CC/ASLA Report



Baker reported the following:

- Summary of CC/ASLA:
 - Dues pay for lobbyist
 - Monthly meeting for CC/ASLA delegates
 - Delegates come from all four ASLA California Chapters
- Governor Brown signed into law **SB 543 (Price)** which includes the extension of the Landscape Architects Technical Committee (LATC) Sunset Review Process until 2016.
- Governor Brown signed into law **SB 190 (Lowenthal) and SB 424 (Rubio)** which include amendments to the existing Mechanics Lien Laws to include landscape architecture addressing a practitioner's rights to pursue legal recourse for non-payment of design fees.

V. Trustee Report

- a. Nothing to report.

VI. Unfinished business

- a. None to report

VII. New Business

- a. None to report

VIII. Adjourn

Meeting adjourned by President Wilks at 8:58 pm. The next Committee meeting will be held on 14 November 2011 at RHAA in San Francisco.

Respectfully Submitted,
Amy Cupples-Rubiano

Amy Cupples-Rubiano
Secretary/Treasurer