



American Society of Landscape Architects
Northern California Chapter

EXECUTIVE COMMITTEE MEETING MINUTES

Monday, 14 November, 2011
RHAA, San Francisco, California

President Philips called the Executive Committee meeting to order at 7:19 pm. Those in attendance and constituting a quorum were:

Present:

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
		Dave Mitchell	CCASLA Delegate

Absent:

Mitchell Wilks	Past President/ CCASLA Delegate	Christopher Kent	Trustee Delegate
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Others Present:

Laura Leuer	Chapter Administrator	Chiye Azuma	Website Manager
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I. President's Report

- a. Goal for meeting is to set up sub-committees for the year.
- b. ASLA CPC meeting results stated that economy is still up and down, some chapters are still struggling.
- c. ASLA Annual Meeting Conference was the biggest ever, revenues high.
National agenda items are:
 - Recruiting new members or re-sign old members
 - Emerging professionals
 - Public relations
 - Board of trustees voted to refer to licensed landscape architects as "PLA", Professional Landscape Architect
 - New national exam, more multiple choice, less drawing, less subjective

II. Secretary/Treasurer's Report

a. Approval of Minutes from 10/11

Motion by Volejnikova: Move to approve the 10 October 2011 meeting minutes.
Seconded by Koo and passed without dissent.



III. Project To-Do List Updates

a. Communications

- Chairs of committees to communicate directly with Chapter Administrator and copy President and President-Elect

b. Sponsorship - Fundraising

- Winter Gala
 - Move to cancel the 2011 Winter Gala
 - Honoring new Fellows may occur at kick off of lecture series or annual meeting and awards? Decided to do kick off to lecture series, awards would be competing, too long, nicer event? Honoring with an email showcasing their work? Lecture type of people would attend the lecture event but more attend the awards program.

Motion by Bueno: Move to not have Winter Gala in 2011 and to honor new Fellows at Annual Meeting / Awards and to provide a special kick off to lecture series. Seconded by Ingels and passed without dissent.

c. Committees

- Emerging Professionals: AECOM and WRT are both interested in being sponsors of program, still looking for 2 more
 - How do we role out mentorship programs? Can happen in any geographic area of chapter; connect up mentors and mentees in same geographic region.
- Membership: Volejnikova to Chair.
- Lecture Series: Runco to Chair. Focus on broader topics to attract 70-100 people per event.
 - Can we transmit lectures via internet?
- Events: sub-committees for each major event
- Communications: Bueno to Chair.
 - function to make recommendations to Executive Committee for review and approval
 - Newsletter is old format, propose to make into blog format called *UPDATE(d)* would need to be updated more frequently, would have a calendar feature, everyone in our group can have access and is easy to update

Motion by Bueno: Move to approve spending \$60/year on spam filter for *Update(d)* newsletter blog. Seconded by Volejnikova and passed without dissent.

IV. CC/ASLA Report

- a. Mitchel reported that Chapter Annual dues to CC/ASLA will be due this month.



V. Trustee Report

- a. Nothing to report.

VI. Unfinished business

- a. None to report

VII. New Business

- a. Need to file business papers with Secretary of State to maintain Chapter business license.

Motion by Mitchell: Move to direct the Chapter Administrator to file paperwork with the State. Seconded by Volejnikova and passed without dissent.

- b. Sierra chapter has sustainability information that their sustainability committee members have put together; they have offered that we can put it on our website for our members' use.

VIII. Adjourn

Meeting adjourned by President Phillips at 8:58 pm. The next Committee meeting will be held on 12 December 2011 at **????** in **????**.

IX. Upcoming Meetings

January 9, 2012 @ PGA Design, Oakland
February 13, 2012 @ April Philips Design Works, San Rafael
March 12, 2012 @ Keller Mitchell, Oakland
April 9, 2012 @ SWA, Sausalito
May 14, 2012 @ TBD
June 11, 2012 @ TBD
July 9, 2012 @ TBD
August 13, 2012 @ TBD
September 10, 2012 @ TBD

Respectfully Submitted,
Amy Cupples-Rubiano

Amy Cupples-Rubiano
Secretary/Treasurer