



American Society of Landscape Architects  
Northern California Chapter

**EXECUTIVE COMMITTEE MEETING MINUTES**

Monday, 11 February, 2013

PGA  
444 17<sup>th</sup> Street  
Oakland, California

President Volejnikova called the Executive Committee meeting to order at 7:05 pm. Those in attendance and representing a quorum were:

**Present:**

Sarka Volejnikova	<i>President</i>	James Ingels	<i>Vice-President</i>
John Hykes	<i>Secretary/Treasurer</i>	Dave Mitchell	<i>CCASLA Delegate</i>
Joe Runco	<i>Director</i>	Anita Bueno	<i>Director</i>
Bob Birkeland	<i>Director</i>	Christopher Kent	<i>Trustee Delegate</i>
April Philips	<i>Past President/CCASLA Delegate</i>		

**Absent:**

Amy Cupples-Rubiano	<i>President-Elect</i>	Timothy Coppola	<i>Director</i>
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**Others Present:**

Chris Patillo	<i>FASLA, HALS Rep</i>	Daniel Prostack	UC Berkeley ASLA
Laura Leuer	<i>Chapter Administrator</i>		Chapter President

**I. President's Report**

**a. Congratulations on Past Efforts.**

Volejnikova recognized the success of the team efforts over the last month with sponsorship up, planning for the Awards Ceremony and the distribution of the Call for Awards.

**II. Secretary/Treasurer's Report**

**a. Approval of Minutes from January 14, 2013**

Motion by Hykes: Move to approve the 14 January 2013 meeting minutes. Seconded by Dave Mitchell and passed without dissent.

**b. Budget Update/Grant Programs.** First year out of the red for the budget, last 3 years have been at a significant loss during the recession. Chapter funds reserve is still adequate and should be greater than or equal to a year's worth of the Chapter's annual budget/expenditures. Current funds are available to allow the ASLA-NC Chapter to sponsor some local grant programs. Chapter sponsorship illustrates stewardship and community advocacy. Envision Tomorrow Grant Proposal is an outreach program to high school students. Requests \$500-1000 per organization, the cost per student is \$524.

Motion by Phillips: Move to approve funds for the cost of two students through the program. Seconded by Chris Kent and passed without dissent.

**III. Trustee Report**

Kent reports that the National ASLA Chapter will nominate and recognize two people as honorary landscape architects for membership in 2013. Honorary membership in ASLA recognizes persons other than landscape architects whose achievements of national or



international significance or influence have provided notable service to the profession of landscape architecture.

#### IV. CC/ASLA Report

Mitchell reported on the following:

- a. Legislation. February 22<sup>nd</sup> marks the deadline to submit bills for the 2 year session bills that should be considered.
- b. Budget Committee. The budget committee is considering the increase in dues by \$5/member.
- c. Assembly is currently 80 members of which 39 are new. The Advocacy grant gives the CC/ASLA the ability to mobilize but California chapters still continue to do little for advocacy of the profession. National will follow all 50 states Advocacy program.

Phillips reported on the following:

- a. Advocacy Subcommittee. Grant for CC/ASLA involvement with the Association of Professional Landscape Designers (APLD). APLD proposes to change registration; and the California Chapters need to attend the hearings and advocate for the profession. Sierra Chapter is mobilizing and the San Diego Chapter working to respond to the APLD's continued press releases and outreach.
- b. ASLA Chapters need to be aware of the legislation to protect the profession. To that end, each chapter's Executive Committee is to provide their address to know help identify which legislatures are represented within the small group. The list will be sent to CC/ASLA to conduct outreach.

#### II. HALS Report

Patillo reports the following:

- a. Cathy Garrett is the current chairperson of the Historic American Landscape Survey (HALS). Chapter currently looking for a volunteer to serve as the incoming chair. HALS meets quarterly, and attendance at the meetings continues to be consistent.
- b. Preparing HALS Documents for three properties (Berkeley City Club, Chalet Ballfields in Golden Gate Park and Fleming Garden in Berkeley). Currently documenting China Camp in San Rafael.
- c. National HALS Challenge Program, initiated by ASLA/NC continues to receive and solicit HALS Documentation from chapters around the country. The 2012 Challenge Theme for our chapter was to document California's Missions. In a joint effort with Southern California, 16 out of 21 Missions were documented and the effort won first and third place in the competition.
- d. 2013 National HALS Challenge Program theme will be "Landscapes by or for Women."

#### III. Student Report

UC Berkeley Student Prostack reports the following:

- a. Changes to the UC Berkeley Curriculum are in place.
- b. Student Chapter planning a portfolio review, fundraising efforts, and student wide charrette.
- c. Planning a Campus viewing of *Chasing Ice*, a documentary story about climate change. Event to be outdoors at Wurster Hall and open to all ASLA members.



- d. UC Berkeley students entered The Vertical Cities Asia International Design Competition organized by the National University of Singapore (NUS) School of Design and Environment. Fourteen schools enter the competition and the entire UC Berkeley Studio is headed to Vietnam for the competition. Prostak to report back.

#### IV. Project To-Do List Updates

- a. **Sponsorship-Fundraising.** Sponsorship is up at 70%. Executive Committee Members to continue inquiring to vendors for the Awards Gala and Lecture Series. Lleur to call sponsors from last year.
- b. **Public Awareness.**  
Nothing new to report.
- c. **Committees**
  - Lecture Series. Series topics in place All video lecture series to be filmed. Hykes to inquire regarding contract for upcoming series events.
    - o February 21<sup>st</sup> Lecture “Lost in Translation. David Meyer, Don Vita.
    - o March 21<sup>st</sup> “Pro Bono Series”- needs additional speakers. Solicit additional pro bono projects via Eblast.
    - o May 23<sup>rd</sup> Technical Topic: Soils. Combine with irrigation? Stopwaste interested in organizing a panel on Soil discussion.
    - o June 20<sup>th</sup> – “Rising Water: Sea Level Adaptation”. Tie to America’s Cup.
    - o September- Charles Birnbaum to interview Pete Walker.
  - Giants Night. Event confirmed and tickets purchased for Wednesday July 24<sup>th</sup>. Cincinnati Reds. Anchor Plaza reserved just as last year. Committee working additional sponsorship, nametags and coasters swag opportunities. Update website for dates and event details.
  - Communications. Positive response to January Newsletter with five contributors for articles. Website analytics show heavy traffic on the web indicating members are looking for current events and organization information. E-blasts from other events however produce too much traffic for over inundation.
    - o E-Blast to have protocol: 3 days lead time for e-blasts; helps facilitate the schedule for e-blasts and reduce the likelihood of errors and fatigue.
    - o Lecture week before and a day before.
    - o POST submissions in the newsletter. LAND-E-news. Standard approval protocol for review and edits. Newsletter deadline on the 15th of the month and not on the forth Thursday.
    - o Website to have comments with volunteer ASLA member to monitor.
    - o Website to allow for a pro/con discussion on the Park Merced project.
    - o Communications Committee to consider a Linked In Group.
  - Mentorship. Successful first of the year event with almost 50 people in attendance and more signed up to participate. Resulted in 5 groups (North Bay, (South Peninsula/South Bay, 2 San Francisco and East Bay). Participants must be a member of ASLA, and agree to code of ethics. Group leaders on track. LAM Magazine interested in covering the program.



- Emerging Professionals. Studio tour with AECOM. Rebar set up for a future meeting. Anne Baker is still leading the group. EP to develop a few more standards for the group. Website to be tweaked for clarifications, indicating the studio tours as meetings. Transition to be January to January. Website to provide image of calendar.
- Fellowship: 3 members applying for Fellowship. Applications underway, deadline correction March 8, 2013.
- Membership: Committee developed a letter for an E-blast to lapsed members from the last 4-5 years. Committee chair now receives the monthly "Membership Minute" from National which recommends certain activities to foster membership.
- Stewardship: Developing page on website for links to stewardship opportunities.

#### V. Unfinished business

- a. Health care insurance coverage for CA ASLA members. Better to investigate with a health insurance broker in 2013. Inquire about cost of insurance through ASLA membership.
- b. Do we want to have a National Representative attend NCCASLA Awards Ceremony?
- c. Archiving of awarded work
- d. Job link on our website. Discussion regarding providing a local service for firms on our website using E-blast to outreach for interests. Hykes to follow up with Accounting.

#### VI. New Business

- a. Advocacy Day in DC.
- b. San Francisco Flower & Garden Show 3/19 - Bueno to attend.
- c. New Survey Monkey Account. Use it for membership?
- d. Cultural Landscape Foundation's Presidio 50<sup>th</sup> Anniversary on April 4<sup>th</sup>. ASLA-NCC to sponsor and participate in event. Add to Advocacy Calendar and LAM next month.

#### VII. Adjourn

Meeting adjourned by President-Volejnikova at 9:30 pm.

#### VIII. Upcoming Meetings

Executive Committee: Monday, March 11th @ The Planning Center/DCE  
*April 8th @ Keller Mitchell*  
*May 13th @ RHAA*  
*June 10th @ PGA*  
*July 8th @ The Planning Center/DCE*  
*August 12th @ UCBX*

Respectfully Submitted,

*John Hykes*

John Hykes/ Secretary/Treasurer