



American Society of Landscape Architects
Northern California Chapter

EXECUTIVE COMMITTEE MEETING MINUTES

Monday, 11 March, 2013
The Planning Center | DC&E
1625 Shattuck Avenue Suite #300
Berkeley, California

President Volejnikova called the Executive Committee meeting to order at 7:10 pm. Those in attendance and representing a quorum were:

Present:

Sarka Volejnikova	<i>President</i>	James Ingels	<i>Vice-President</i>
Amy Cupples-Rubiano	<i>President-Elect</i>	Dave Mitchell	<i>CCASLA Delegate</i>
John Hykes	<i>Secretary/Treasurer</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:

Joe Runco	<i>Director</i>	Timothy Coppola	<i>Director</i>
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Others Present:

Ashley Tomerlin	<i>Emerging Professionals</i>	Laura Leuer	<i>Chapter Administrator</i>
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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 February 11, 2013

Motion by Hykes: Move to approve the 11 February 2013 meeting minutes. Seconded by April Philips and passed without dissent.

III. Trustee Report

Kent reports that the Trustees will change their meeting format to online webinars for efficiency with a schedule for several webinars instead of the current 1.5 day meeting format.

IV. CC/ASLA Report

Phillips reported that she is following up on information regarding the tracking of the legislative bills that are pending which impact the ASLA. Reports that the current funding for the Advocacy Program and the request for residential addresses from Executive Committee members assists the CC/ASLA to reach out to our legislatures for changes in policy.

V. Project To-Do List Updates

a. Sponsorship-Fundraising.

- Cupples-Rubiano reports that we are at 105% for our sponsorship yearly goal. Final spending will occur with the Giants Family Outing, Lecture Series and the Awards Ceremony. Sponsorship status for the following programs is as follows:
 - o No sponsorship funding for the Mentorship program- expenses are minimal.



- o Sponsorship complete for Awards Event.
- o Additional sponsorship potential for Giants Family Outing.
- o No sponsor for the September Lecture series.
- Executive Committee Sponsorship recruiting efforts should roll over to next year's goals.
- Robust sponsorship from vendors allows the chapter to maintain revenue and provides opportunity to sponsor our chapter programs to encourage community and advocacy for the agency and profession.
 - o Executive Committee to consider additional funding/sponsorship programs.

b. **Public Awareness.** Nothing new to report.

c. **Committees**

- Lecture Series. March 21st “Pro Bono Series” to include two main speakers representing Public Architecture with five local firms’ presentations on pro bono projects and a healthy question and answer period. Discussion ensued regarding the format and logistics of organizing the speakers and timing of the event. Volunteer speakers that were not selected for this year’s presentation to be contacted for potential participation next year. Potential for the EP group to volunteer to provide a write up of the lecture.
 - o May 23rd Technical Topic: Soils and Food Web.
 - o June 20th – “Rising Water: Sea Level Adaptation”. Tie to America’s Cup.
 - o September- Charles Birnbaum to interview Pete Walker.

Additional topics include the Cultural Landscape Foundation’s Presidio 50th Anniversary on April 4th, as well as a screening of an Independent film or documentary of interest to the members.

- Emerging Professionals. Group to focus on studio tours and happy hours to encourage participation, keep social events to every other month and meetings quarterly. AECOM Tour successful, looking for other contacts for studio tours including REBAR and Hargreaves. EP Schedule to be listed on the website.
 - o Group to focus on a pro bono project in April and a tour of Green School Yards depending on the budget available.
- Mentorship. 4 out of 5 groups have already met and are reporting back to Executive Committee. One of the San Francisco Group is considering a Portfolio Review as a provided service and would consider for an April Event.
 - o Executive Committee to consider sponsorship for the ongoing service in the Bay Area.
 - o Invite students to the April Portfolio review and send announcement through EP group.
 - o Executive Committee to look into dates and venues with AIA.
- Awards. Discussion ensued regarding the Awards Night on April 18. Invitation underway with design/layout discussion, website to be updated, edits to the flyer to be completed by March 15.
 - o Event Program to be designed by Ingels.



- o March 23 Jury Date.
- o Booklet. Design to assist with outreach and advocacy multiple copies to be produced.
- Giants Night. Discussion ensued regarding additional details of the planning efforts underway for the event and the price of tickets for members and students.
- Communications.
 - o Deadline for the Newsletter: March 15. Send events for the website. No feature article for pending newsletter. Provide Lecture photos.
 - o Website comments section is active, spam filter is an additional \$5/month.
- Fellowship: Nothing new to report
- Membership: Nothing new to report.
- Stewardship: Nothing new to report.

II. 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. Archiving of awarded work
- c. 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.

III. New Business

- a. Advocacy Day in DC.
- b. Revenue vs. expenses overview: Ex Com to investigate Budget and Expenditures.
- c. Planning for Landscape Architecture Month
 - A discussion ensued around the events for the upcoming month which includes the following activities and will be written up on the website:
 - o Legacy of the Golden Gate National Parks (April 4 Presidio Trust Event)
 - o Bike Tour (led by Bueno)
 - o EP Group (Pro Bono event)
 - o Mentorship Portfolio Review

IV. Adjourn

Meeting adjourned by President-Volejnikova at 9:14 pm.

V. Upcoming Meetings

Executive Committee: Monday, April 8th @ Keller Mitchell

May 13th @ RHAA

June 10th @ PGA

July 8th @ The Planning Center/DC&E

August 12th @ UCBX

Respectfully Submitted,

John Hykes

John Hykes/ Secretary/Treasurer