



American Society of Landscape Architects
Northern California Chapter

EXECUTIVE COMMITTEE MEETING MINUTES

Monday, 13 May 2013

UCBX

95 3rd Street

San Francisco, California

President Volejnikova called the Executive Committee meeting to order at 7:07 pm. Those in attendance and representing a quorum were:

Present:

Sarka Volejnikova	<i>President</i>	James Ingels	<i>Vice-President</i>
Bob Birkeland	<i>Director</i>	Dave Mitchell	<i>CCASLA Delegate</i>
John Hykes	<i>Secretary/Treasurer</i>	Timothy Coppola	<i>Director</i>
		Christopher Kent	<i>Trustee Delegate</i>

Absent:

Joe Runco	<i>Director</i>	Anita Bueno	<i>Director</i>
Amy Cupples-Rubiano	<i>President-Elect</i>	April Philips	<i>Past President/CCASLA Delegate</i>

Others Present:

Laura Leuer *Chapter Administrator*

I. President's Report

Volejnikova reports that the April Awards event went smoothly and thanks Ex Com members for the big coordination effort. A discussion ensued regarding the event and ideas for next year effort, including reducing graphic presentations, splitting the categories of research and planning, and streamlining the judges' review with digital submittals prior to judging.

CPC (Chapter President Council) meeting held in conjunction with advocacy day. Ex Com members encouraged to use the recently updated and helpful Chapter Operation Workbook (COW) for committee guidelines and directions. Navigate the COW at Nationals' web page.

5% Membership Challenge continues with little chapters responding; membership should be on priority list. ASLA-NCC to add approximately 30 people, and recruit different interest groups with the benefits of social networking, advocacy and licensure defense.

Financial info posted for members in the fall; 50% of operation budget in reserve with a 3% yearly contribution. A discussion of the defense fund and impacts of licensure. Consideration of an establishment or endowment by a dedication of estate requires establishment of a Chapter foundation to maintain local use of acquired funds.

II. Secretary/Treasurer's Report

a. Approval of Minutes from April 8, 2013

Motion by Hykes: Move to approve the 08 April 2013 meeting minutes. Seconded by James Ingels and passed without dissent.

III. Trustee Report

Kent reports on the following:

1) Certification Program. Consideration of changing by-laws to credit programs beyond those



offering landscape degrees. CELA thinks that this would turn all bachelor's programs and extension programs in California. Discussion tabled.

2) CLARB Representative announced the success of new multiple choice test for grading and drainage with positive feedback. Trustees argue that the multiple choice test for grading and drainage lacks the challenge of the original test and no longer tests competency of candidates. The President of CLARB has not received any negative comments and thinks the test is performing adequately. The issue of the grading and drainage test will come back to the Trustees this fall 2013 to review additional information and findings.

3) Trustees determined flaw in recent Mission Statement. Group to brainstorm revisions.

IV. CC/ASLA Report

Mitchell reports that the CC/ASLA Passed the \$4 dues increase for all chapters. Increase in dues for the establishment of a defense fund still under discussion. Motion put forward to increase dues money in each chapter. ASLA-NCC voted in favor of Chapter defense fund; other state chapters are undecided regarding the defense fund increase.

May 22 LATC Meeting. Next Sunset review in 2 years. Staff has Assembly – 39 people are new.

V. Project To-Do List Updates

- a. **Sponsorship-Fundraising.** Cupples-Rubiano requested vendor participation for next year. GIANTS game opportunity for future agreements. Additional sponsors needed for future events with only verbal agreements from several companies in place.
- b. **Public Awareness.** Nationals July 12th Public Awareness Event. Mitchell to represent. National pro bono project still under consideration.
- c. **Committees**
 - Lecture Series. Birkeland reports on the following series events:
 - o June 20th – “Rising Water: Sea Level Adaptation”. Contact Will Travis from BCDC or Brad McCrea to possibly give the lecture.
 - o September- Charles Birmbaum to interview Pete Walker, or potential for a movie night. Phillips to coordinate further.
 - Emerging Professionals. SWA SF office event Wednesday May 15.
 - Mentorship. April 23 Portfolio Review a success Groups meeting, active, East Bay to form two separate groups. Vendors interested in sponsoring. Consider feedback survey in July.
 - Awards. Great Event. Ingels to develop “lessons learned” memo.
 - Winter Gala. November planning discussion.
 - Giants Night. Confirm agenda and packaged ticket costs.
 - Communications. 20 page Newsletter covering awards event and recipients going out to all the sponsors and members.
 - Fellowship: 90 fellows in consideration, only one Northern California candidate. Jury Selection June 6th and 7th.
 - Membership: Hykes to meet with Volejnikova to review membership points.



- Stewardship: Nothing new to report.

II. Unfinished business

- a. Post RFQs on our website?
- b. Sponsor Secret Garden tour in East Bay?
- c. Promote tour of composting facility
- d. Health care insurance
- e. Archiving of awarded work on website. Enhance list of awards as website catalog resource. Identify volunteers to input information for web designer input and design platform
- f. Job link on our website

III. New business

- a. Membership Monkey Survey questionnaire to be done in September. Include past survey questions, plus questions on ASLA healthcare coverage, and other new questions to start new term with clear goals to meet membership needs.
- b. Several Board member terms ending. Send out the call for nominations in June.
- c. Collaboration with UCBX
- d. LATC survey to review licensure, looking for people with 5 years or less licensure for input.

IV. Adjourn

Meeting adjourned by President-Volejnikova at 9:09 pm.

V. Upcoming Meetings

Executive Committee: Monday, June 10th @ PGA
July 8th @ The Planning Center/DC&E
August 12th @ UCBX

Respectfully Submitted,

John Hykes

John Hykes/ Secretary/Treasurer