



American Society of Landscape Architects
Northern California Chapter

EXECUTIVE COMMITTEE MEETING MINUTES

Monday, 10 June
444 17th Street
Oakland, California

President Volejnikova called the Executive Committee meeting to order at 7:09 pm. Those in attendance and representing a quorum were:

Present:

Sarka Volejnikova	<i>President</i>		
Amy Cupples-Rubiano	<i>President-Elect</i>	April Philips	<i>Past Pres./CCASLA Delegate</i>
Bob Birkeland	<i>Director</i>	Dave Mitchell	<i>CCASLA Delegate</i>
John Hykes	<i>Secretary/Treasurer</i>	Timothy Coppola	<i>Director</i>
Anita Bueno	<i>Director</i>	Christopher Kent	<i>Trustee Delegate</i>

Absent:

Joe Runco	<i>Director</i>	James Ingels	<i>Vice-President</i>
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Others Present:

Laura Leuer	<i>Chapter Administrator</i>	Becky Lithander	<i>Student Rep</i>
Daniel Prostack	<i>UC Berkeley ASLA Chapter President</i>		

I. President's Report

Volejnikova passed around the Boston chapter marketing material as an example of other chapters prepared promotional materials.

The Envision Tomorrow Program's high school student participants will be at UC Berkeley to take part in the programs in the next few weeks. Program director sent appreciation letter to ASLA-NCC for financing two enrolled students and the benefits of introducing the profession of landscape architecture into their curriculum.

Daniel Prostack introduced Becky Lithander as the new Student Chapter President. A recent planning meeting of the future of the chapter reflected on the accomplishments from the past year. Student chapter goals are to conduct more planning before the next school term and Ex Com members to present benefits of membership and the role of ASLA at the start of the next semester.

Ex Com and Student Chapter to collaborate through promotion of UCB lecture series, fundraising and stewardship events. Mentorship and Portfolio review are valuable student resources that encourage future membership in the chapter. Upcoming events are a coordination of PARK-ing Day, review of student awards timing and applicability of the older student projects for award consideration.

II. Secretary/Treasurer's Report

a. Approval of Minutes from May 13, 2013

Motion by Mitchell: Move to approve the 13 May 2013 meeting minutes. Seconded by Coppola and passed without dissent.

III. Trustee Report. Nothing new to report.



ASLA

IV. CC/ASLA Report

Mitchell reports that the board has created the voluntary defense fund. Sierra and San Diego Chapters voted to pay into the fund, while Southern California and Northern California created individual funds. Non-paying chapters will be notified by CC/ASLA if and when monies are pulled from the fund. Funds used for the defense of licensure are pro-rated per membership of each chapter. CC/ASLA to develop and submit a memo of understanding of the defense fund access and use.

Potential for the CC/ASLA and/or ASLA-NCC to announce the deregulation of professional licensure in the State of Michigan to demonstrate to California members the importance of licensure defense and the role chapters play in the argument to key policy makers and legislators who may impact the future of our license.

Many occupational licensed professions go through a Sunset process every four years. Technical committees go through a sunset review and State legislatures review the profession to ensure good performance and goals towards the greater public good.

Both Terry Thomas, our lobbyist and advocate, and Tracey Hollingsworth, our CCASLA Manager will maintain their current fee to reduce budget increases.

V. Project To-Do List Updates

- a. **Sponsorship-Fundraising.** Cupples-Rubiano requested vendor participation for next year. GIANTS need a couple more “Hits” sponsors for the event. September lecture is pending and it will be necessary to get a sponsor. Update sponsorship for the upcoming year to start recruiting for next year in July.
- 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 “Rising Water: Sea Level Adaptation”. Lecture participants under consideration, lecture to be postponed.
 - o September lecture series still under consideration. Timing will change to week before the 19th or the week after to avoid PARK-ing Day. Charles Birnbaum to interview Pete Walker, or potential for a movie night. Phillips to coordinate further.
 - Emerging Professionals. Group interested in parking day and a collaborative effort. Ex Com to consider the role and structure of EP group and the role of the Chair for next year.
 - Mentorship. Consider feedback survey in July. Events discussion – some groups are doing well others are not. Digital presentations and interests in increasing their skill set. AV system presentation in August- September. Discussion about the test and plants and shrubs. Next meeting date is July 17th.
 - Awards. Ingels to develop “lessons learned” memo.
 - Winter Gala. November planning discussion.



- Giants Night. Confirm agenda and packaged ticket costs. Nametags, raffle, catering food is covered, send out announcements in a 2 weeks.
- Communications. ASLA National Diversity Summit in DC to bring African Americans and Latinos into the profession, Bueno to attend. Newsletter entries due on the June 15, entries to include stewardship, mentorship, and other updates on several committees.
- Fellowship: 90 fellows in consideration, only one Northern California candidate. Jury Selection June 6th and 7th. Decision on June 21st.
- Membership: Hykes to develop outreach letter to students for membership.
- 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 Survey Monkey 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. Ex Com members to provide input and recommendations on survey.
- b. Several Board member terms ending. Send out the call for nominations in June. Open positions are Trustee, President Elect, Directors, Secretary/Treasurer, Vice President. Call for Nominations to go out by June 13, responses by July 15th.
- 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 9:07 pm.

V. Upcoming Meetings

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

Respectfully Submitted,

John Hykes

John Hykes/ Secretary/Treasurer