



American Society of Landscape Architects
Northern California Chapter

EXECUTIVE COMMITTEE MEETING MINUTES

Tuesday, 8 October
PGAdesign Landscape Architects
444 17th Street
Oakland, California

President Cupples-Rubiano called the Executive Committee meeting to order at 7:13 pm. Those in attendance and representing a quorum were:

Present:

Amy Cupples-Rubiano	<i>President</i>	Dave Mitchell	<i>Past CCASLA Delegate</i>
David Wilson	<i>President-Elect</i>	Bob Birkeland	<i>Past Director</i>
Chiye Azuma	<i>CCASLA Delegate</i>	Carolyn Orazi	<i>Director</i>
Chris Kent	<i>Past Trustee</i>	Elizabeth Boult	<i>Director</i>
Justine Hirsch	<i>Secretary/Treasurer</i>		

Others Present:

Laura Leuer	<i>Chapter Administrator</i>	Paul	<i>Visitor</i>
Becky Lithander	<i>President, UC Student Chapter</i>	Eric Arneson	<i>President, SF Academy of Arts Student Chapter</i>
Daniel Creon	<i>Vice-President, SF Academy of Arts Student Chapter</i>		

I. President's Report

Cupples-Rubiano gives report overview on ASLA Diversity study. ASLA National Awards have been released.

II. Secretary/Treasurer's Report

a. Approval of Minutes from September 16, 2013

- Motion by Cupples-Rubiano: Move to approve the 16 September 2013 meeting minutes. Quorum approval by Kent, Wilson, Azuma, Orazi, Birkeland.

III. Trustee Report: Chris Kent reviews general lobby procedure. No lobby efforts to report.

IV. CC/ASLA Report

a. Approval of Submitted Budget

Mitchell presented the 2013-2014 CC/ASLA "Annual Chapter Budget" and "Defense and Reserve Funds and the MOU" reports

- Encourages support of MOU in next meeting. Official MOU yet to be released.
- 2013-2014 Budget was approved August 2013.

V. Project To-Do List Updates

a. Sponsorship – Fundraising:

- Cupples-Rubiano: Two confirmed gala sponsors – Landscape Forms and Game Time. In conversation with Rainbird and Victor Stanley.
- Considering Chapter Sponsor as a new direction to pursue



b. Lecture Series:

- o Birkland distributes potential lecture series topics handout created by self and Volejnikova
- o April Legacy lecture with Pete Walker in Spring 2014.
- o October 17th Rising Waters lecture
- o Comments and topic suggestions requested from Emerging Professionals and Student Chapter Representatives
- Winter Gala. Date and location confirmed. December 10th at Fort Mason Generals Ballroom. Design of invitation needed. Distribution methods discussed; email blast and possible hardcopy to be mailed. Visitor Paul offers assistance.
- Communications: New committee members to meet in coming month. Planning outreach to Student Chapters for written articles.
- Membership: Working on Student outreach letter.
- Fellowship: Email to potential Fellows has been sent, identifying them as eligible.
- Student Chapters/Emerging Professionals: Efforts needed to reinvigorate. Plan to merge schedules rather than remain separate from CC/ASLA.
 - o Academy of Arts Student Chapter: Arneson reports on current status of Student Chapter. 30 members one year underway, comprised of undergrad, graduate and online members. Activities include BBQs, baseball game, Park(ing) Day as the first official project undertaken, main project focus on Flower and Garden Show, plans for monthly projects. To coordinate calendar with Chiye Azuma.
 - o UC Student Chapter: Lithander reports on coordination efforts to build membership: Park(ing) Day, environmental design collaboration, monthly speaker series and goal to have multiple career path speakers, weekly meeting, portfolio workshop and review, seeking reviewers. 40 portfolios submitted last year with five professionals reviewing, looking to start new tradition. Seeking co-sponsor for wine tour that showcases good design, and recent grads, students, local professionals, designer of vineyard to speak. Seeking funding. Committee interested in sponsorship.
- Secret Garden Tour: Park Day School had organized in past, but no longer can. Seeking organizers and funding if continuing interest exists.
- Health Care Insurance Survey: 36 respondents to date, originally posted on 11/29/2012. Reminders to be sent before closing of survey in October.
- Archiving of previous awards: Leuer and Volejnikova uploading to website. May list older projects with no images.
- Job Link Search: Website coordination and negotiations with Meg underway.

VI. New Business

- a. Local Video Testimonials: Requesting one minute videos by landscape architect professionals on how the ASLA supports their goals and professional development. Videos to be used in compilation. Local professionals would facilitate CC/ASLA chapter recruiting.
- b. Awards Dinner Invitation: Extend invitation to Mark Focht, ASLA President Elect. Committee to pay transportation.



- c. Leadership Video Series: Acquisition of Bill Truby's \$1500 video series vetoed by committee.
- d. Shasta Trail Sketches: Mitchell suggests sketches by Kent be placed on website as a part of the Public Service Year efforts. Sketches and video of project to be distributed by Kent. Include on Chapter's youtube channel and embedded on Chapter website.

VII. Adjourn

Meeting adjourned by President Cupples-Rubiano at 9:04 pm.

VIII. Upcoming Meetings

Executive Committee Meeting: *Tuesday, November 5, 2013 at Keller Mitchell, 302 4th St., Oakland*

Respectfully Submitted,

Justine Hirsch

Justine Hirsch / Secretary/Treasurer