



Executive Committee Meeting Agenda
 Friday, 9/17/2010
 11:30 a.m. to 12:30 p.m.

Location: At Your Computer!

Teleconference Number: N/A via Skype

2010-2011 Executive Committee Members

Amie Wojtech, President	Danielle Norman, TMCC Student Chapter President
Caryl Davies, President-Elect	David MacDougall, UNLV Student Chapter Representative
Dan Kovach, North Section Chair	Mike Duran, Immediate Past President
Danny McElmurray, Trustee	Shavawn Coleman, Secretary/Treasurer
Danny Ortega, UNLV Liaison	

Agenda Items

- 1 **Call to Order (Amie)**

 - Welcome
 - *Establish Quorum
 - *Approval of Agenda

- 2 **Public Input (if any)**

- 3 **Record Keeping**

 - Account Balance

- 4 **Continuing/New Business**

<ul style="list-style-type: none"> <u>UNLV Student Chapter (David)</u> <u>TMCC Student Chapter (Danielle)</u> <u>UNLV (Danny)</u> <u>North Section (Dan)</u> <u>Trustee News (Danny)</u> BOT <u>Secretary/Treasurer (Shavawn)</u> <u>President-Elect (Caryl)</u> CPC Facebook 	<ul style="list-style-type: none"> <u>Immediate Past President (Mike)</u> <u>President (Amie)</u> Executive Director position & responsibilities Fellow Nominations Budget Hunter Scholarships Annual Landscape Awards Sponsor List Website - add post Annual LA Award winners? (archives) Non-LA for Desert Green Vendor Meeting LARE Workshop
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- 5 **Next Meeting & Adjournment**

 - Friday, October 8 or 15 via Skype

Action Items

1. Each ExCom member is tasked with providing Amie a minimum of five (5) vendors to invite to the vendor meeting. Lists are due no later than 5:00 pm on September 20, 2010.

Note: * Indicates an item on which the Executive Committee may take action



Executive Committee Meeting Minutes

Date of Meeting: 9.17.10 Time: 11:30 a.m.

Location: SKYPE

Attendees: Caryl Davies, Mike Duran, Shavawn Coleman, Danny McElmurray, Amie Wojtech

1. Meeting called to order at 11:36 a.m.
 - a. Meeting agenda approved: Mike motioned, Danny seconded
2. Record Keeping
 - a. The balance as of 9/17/10 is \$5,937.46.
3. Continuing Business:
 - a. **Student ASLA President (David MacDougall):**
 - i. Held elections for student ASLA. He is to be co-president with Sabrina Hazel
 - ii. Laura Miller is the new faculty advisor. New liaison instead of Danny Ortega
 - iii. Park(ing) Day today- September 17
 - iv. Danielle of the Truckee Meadows Chapter- Not sure if she is still with the chapter. Amie to call and find out.
 - b. **Secretary/Treasurer (Shavawn):**
 - i. To start the Facebook fan page for NASLA
 - i. Post landscape awards on website.
 - ii. Add a link to the NASLA website to bring users to the Facebook page.
(talk to Troy when page is set up)
 - iii. Contact Amie and Stan for past winners
 - c. **Trustee (Danny):**
 - i. There is a great deal of information available on the ASLA website on the advocacy network and how members can be involved.
 - ii. Based on discussions during the Expo, DIG would like to sponsor an ASLA lunch.
 - iii. He is to email the information to Shavawn to be included in the meeting minutes.

Key highlights of those initiatives on which there will be an especially strong focus by ASLA during 2011:

- iv. Oversee ongoing development of and promote the Sustainable Sites Initiative; maximize use of the ASLA green roof for outreach and promotion; promote and position ASLA as a leader in green infrastructure and sustainability.
- v. Continue to develop and increase member participation in ASLA's Advocacy Network to support state and federal advocacy.
- vi. Increase awareness of and appreciation for landscape architects and landscape architecture among client groups, public policy makers, allied professions,



- media, and the general public. Actively promote ASLA's positions on issues affecting the profession, the public, and the environment.
- vii. Hold a Public Relations Summit, in coordination with the Advocacy Summit, to enable chapters to position ASLA and the profession in the lead on green infrastructure and sustainability-related issues at the local level.
 - viii. Achieve 2 percent growth and a retention rate at or above 86 percent for full and associate members. Grow student membership by 3 percent and increase retention rates for students to 60 percent.
 - ix. Provide chapters with resources to enhance their membership programs. Distribute monthly Membership Minute emails and host quarterly Chapter Membership Chair conference calls.
 - x. Landscape Architecture Magazine is being reformatted to serve as a forum for the discussion of key issues affecting the practice of landscape architecture, publishing in-depth discussions of built works of landscape architecture, including balanced, responsible critiques of built works and providing practical information on new computer applications for landscape architecture and new methods and materials of building landscapes. The new editor and staff will launch a magazine redesign in January 2011 and emphasize interesting new ways of presenting ideas, projects, and people in an effort to reinvigorate coverage of business, practice, and education topics; they expect to intensify monthly news coverage of interest to landscape architects, especially in the regulatory realm.
 - xi. Complete implementation of and administer the Landscape Architecture Continuing Education System (LA CES) in partnership with the other Presidents' Council member organizations. Provide assistance to ASLA chapters and others who may be interested in being recognized as continuing professional education providers.

FEDERAL LEGISLATIVE AGENDA 2011-2012

- xii. The Federal legislative agenda for 2011-2012 includes the following issues: 1) Sustainable Design, 2) Water and Stormwater Management, 3) Transportation Planning and Design, and 4) Livable Communities. Additionally, SITES and HALS will continue to be important to ASLA and will need continuing education of the membership on the importance of each.

BILLBOARDS AND SIGNS

- xiii. The new policy statement by ASLA regarding billboards and signs is: *The American Society of Landscape Architects believes that signage, including on-site, street-oriented advertising signs and billboards, can have a detrimental effect on the public realm. The Society urges that the size, lighting, animation, and placement of all signage be regulated so that public safety and the visual quality of the surroundings are not diminished. The Society further believes that appropriate, properly designed, and well-located signage can be beneficial and can assist with way-finding, interpretation, and orientation.* The discussion



acknowledged that in some very vibrant urban centers (such as Times Square and Las Vegas) brightly lit and animated signage is actually part of the unique sense of place and is therefore appropriate.

d. President Elect (Caryl):

- i. Archives-important to chapter. Need to organize our files especially with Helen leaving. Possibly starting a committee chair to organize files.
- ii. An important resource for existing and new members is on ASLA's website – COW (Chapter Operations Workbook). Extensive information for all Ex Comm members
- iii. Talk to other chapters if we have questions before we go to national
- iv. Engaging students: interaction with professors and students. Possibly an Emerging Professionals Group?

e. President (Amie):

- i. Discussed the issue if we need an executive director with Helen now gone. Discussed the duties of an executive director (lobbying in DC). Then discussed not having an executive director for one year.
- ii. Motion to delay discussion of filling executive director position for 1 year unless needed. Danny: Motioned Caryl: Second
 - i. All in favor: All in favor, no opposed
- iii. Fellow nominations: Fellow nominations: the last person submitted for nomination was not selected. Amie will send out the list for the Ex Comm to review and provide suggestions for nominees.
- iv. Budget: Fiscal year to change to January 1- December 31
- v. Amie to send out budget for the next year
- vi. Hunter Scholarship- \$5000 to be presented at next month's meeting, pending the announcement from UNLV and TMCC
- vii. Landscape Awards- No info yet. Arizona Chapter as judges. All submissions to be online
- viii. Desert Green: Need a nomination for someone that contributed to the landscape profession
- ix. LARE workshop: Not good numbers. Section C will more than likely be canceled due to lack of participation.
- x. Northern Section: Amie to meet with the Northern Section via phone to touch base and discuss better inclusion into the State Chapter.

4. Next Meeting and Adjournment:

- a. Next meeting to be Friday, October 8, 2010 Time: 10:00am-11:00am via SKYPE
- b. Motion to adjourn was made by Caryl Davies, Second by Danny McElmurray. The meeting was adjourned at 12:30 p.m. Those of you without Skype capabilities can be included in the meeting. Provide your phone number and you will be included in the meeting.



5. Action Items:

- a. Amie to call Danny Ortega and Ric Liccata for scholarship recipient information (waiting for response back)
- b. Amie to send out list to Ex Comm for fellow nominees (complete)
- c. Amie to send list of past Desert Green winners to Ex Comm (complete)
- d. Amie to send out budget information for all to review. This includes the information from October through the end of the year and for the 2011 calendar year.