



## Chapter Executive Committee Meeting Tuesday March 17, 2015

### 1. Call to Order at 6:10 pm

**Attendees:** Harry Cooper, Allyce Hargrove, Laura Mielcarek, Ellen Alster, Jim Coffman, Galen Drake, Karen Cesare, David Hewitt, Rick Campbell, Karla Hunt, Aaron Allan

### **CHAPTER BUSINESS**

#### **2. Secretary Report:**

Motion by Jim Coffman to approve the January 2015 meeting minutes pending revisions.  
Second by Rick Campbell. Approved.

#### **3. Treasurer Report**

Checking balance	\$40,385.59
Income month	\$31,464.69
Expenses month	\$7,211.93
Profit for the month	\$24,252.76
Income YTD	\$33,101.07
Expenses YTD	\$12,530.31
Profit YTD	\$45,631.38
March 2014 Profit YTD	\$29,329.55 (Positive difference of \$16,301.83)

Note: Rick reported that he and Karla recently received treasury information from the CPA and will review in the coming weeks.

Motion by David Hewitt to accept February 2015 Treasury Report

Second by Aaron Allan. Approved.

### **CHAPTER DISCUSSIONS**

#### **A. Strategic Planning Recap**

Karen proposed that the EXCOM accept the 2015 Strategic Plan with the understanding that it will be disseminated through the chapter via the website, e-mails, and face to face during the Gala.

Motion by Aaron Allan to approve the 2015 Strategic Plan.

Second by Allyce Hargrove. Approved.

Additionally, Jim brought up the fact that in previous years the EXCOM had conducted "all member meetings" outside of the Gala, and that the Strategic Plan would be a good opportunity to resurrect this practice. Karla and Allyce have been coordinating with the AZ State Board of Technical Registration (BOTR) on an event and recommended it as a possibility due to the opportunity to reach landscape architects outside of AzASLA. Other topics recommended for this "all member meeting" included Sunset, "What is ASLA doing for you", and a synthesis of the annual report that was recently sent to national.

### **B/C. 2015 Theme for Chapter ‘Landscape Architects Lead’ and LAM**

David has developed the initial call-out for the “Postcards from the Field” idea but has received no applicants as of the meeting. Laura volunteered a project for the postcards. Discussion was had on how the selection process for the postcards will take place, which will include promoting a variety of project types throughout the state that highlight the 2015 theme. Southern Section will locate a volunteer photographer for the projects in Tucson. Rick approved the cost of 1,000 postcards for \$128.00.

The postcards will be sent to AzASLA members, AZ Legislature, City Council members, and other governmental boards. Upon Aaron’s recommendation, each EXCOM member will research the addresses of each of their own cities. David will contact the student chapter for volunteers to research and organize the other applicable addresses.

Karen recommended that after the Gala the EXCOM add the 2015 theme to their e-mail signature blocks.

Harry recommended that an AzASLA website be created promoting the 2015 theme that we can link to. This will focus on the technical skills of an LA leader and how LA leadership affects other design professions. We require volunteers to help craft this message.

Allyce presented several design options for the yard signs. The EXCOM approved the orange and white “THIS IS LANDSCAPE ARCHITECTURE” sign with the approved changes of replacing the ASLA logo and WLAM website with the AzASLA logo and website. These signs will be distributed to the chapter at the Gala with instructions to be developed by Karen. Rick approved approximately 30 signs for \$250.00 to 60 signs for \$500.00 as a maximum.

Craig Coranato is still waiting on word from the State Legislature on the LAM Proclamation. Karen has received approval from the Pima County Board of Supervisors for the LAM Proclamation and will attend the presentation on April 7, (Photographer Needed). Aaron has received approval from the City of Chandler and will attend the presentation March 23, David will photograph.

### **D. Science Olympiad**

Karen reported that the Science Olympiad went very well and that the volunteer students from ASU and UA performed great. She also noted that it is important to include college-age students in events and presentations to a younger audience as they will be more likely to take notice.

The Science Olympiad finals will take place on April 11 in Casa Grande, which Karen is prepared to speak at and promote landscape architecture.

### **E. ASLA HQ**

Jim had no additional information to report.

### **F. Pima County Bond Issue**

Laura introduced to the EXCOM that there is an upcoming Pima County bond issue in November that contains millions of dollars for landscape architecture related projects such as parks, cultural centers, museums, and etc. and would like AzASLA to support it in whatever ways are feasible.

Jim referenced AzASLA’s actions to similar bonds in the past have included raising awareness of the bond and how its outcome affects landscape architects, but have stopped just shy of officially urging members to vote one way or another. There is a question if AzASLA as a non-profit is allowed to act in this fashion, and Karla and Laura will research the bylaws. Laura also volunteered to draft a letter to National explaining the issue and asking for guidance on what AzASLA’s appropriate role should be.

## **CHAPTER INFORMATION/UPDATES**

### **A. Communications**

Nothing new to report.

### **B. Board of Trustees Report:**

Jim asked that EXCOM members e-mail questions for national and the board so he can relay them at the next meeting. He also will give a farewell speech at the National EXPO in Chicago as his term ends. The topic of his speech will revolve around tactfully addressing that ASLA seems to be losing its individual sense of regionality and place, as evident in the stressing of east coast awards, meetings, and commissions.

### **C. Alliance:**

Open, nothing to report.

### **D. Education:**

Nothing to report.

### **E. Emerging Professionals:**

Nothing to report.

### **F. Advocacy/Government Affairs:**

Karen reported that HB2570 seemed to be a dead issue and congratulated the tremendous work and quick response that AzASLA had in addressing the issue. Lessons learned:

- It is important to proactively reach out and work WITH opposing groups in crafting legislation instead of outright opposing them.
- Lobbyists are vital in understanding and reporting issues as they occur due to the intensely fast pace that legislation can move at.
- Anything that AzASLA presents to the legislature needs to be worked on well before it actually goes up to vote.
- An attack plan on Sunset needs to begin now.

Karen also reported that AzASLA is now an official lobbying organization recognized by the state of Arizona thanks to the efforts of many in the EXCOM and Karla and Rick for organizing and expediting the funding.

David recommended that we publicize this when HB2570 is officially dead, particularly Karen, Craig and Cheryl Gore from ANA to show to members that AzASLA is working towards their best interests.

Karen will also coordinate with Karla on finding an appropriate date for an AzASLA "Day at the Capitol".

### **G. HALS:**

Jim reported that the theme will be Modernism, and that Aaron, Caryn Logan-Heaps, Steve Venker and himself will take a lead role.

### **I. Section Update:**

Alyce reported on upcoming Central Section events including an AIA Event, a Student Chapter Sketch Crawl with Chip Sullivan, and an upcoming Nursery Tour.

Laura reported on upcoming Southern Section events including a Civano Nursery Tour, a luncheon at the Botanical Gardens in which Ron Stolz will be honored, a Fall EXPO, and an allied associations LID Workshop in April.

**J. University Relations:**

Allyce reported that the ASU MLA program has been fully accredited for the next 6 years. She and Jim will speak to the ASU student chapter this week.

Karen reported that she and others had served as the ASLA Honor and Merit award judges.

**K. Student Chapter:**

Nothing to report.

***EVENTS, ACTIVITIES, PARTNERSHIP INFORMATION/UPDATES***

**A. Events**

Karla Hunt reported that the Gala is ready to go!

***FUTURE AGENDA ITEMS and ANNOUNCEMENTS***

**A. April Meeting**

The April meeting will take place on Tuesday, April 14 and the following items will be discussed: Sunset, Gala Recap, Trustee, WLAM.

**Meeting adjourned at 8:10**