



Chapter Executive Committee Meeting Tuesday April 14, 2015

1. Call to Order at 6:05 pm

Attendees: Ellen Alster, Karen Cesare, Laura Mielcarek, Rick Campbell, Allyce Hargrove, Galen Drake, Aaron Allan, David Hewitt, Alexandra Blandford, Jim Coffman

CHAPTER BUSINESS

2. Secretary Report:

Motion by Rick Campbell to approve the April 2015 meeting minutes pending revisions.
Second by Aaron Allan. Approved.

3. Treasurer Report

Checking balance	\$33,179.31
Income month	\$10,430.18
Expenses month	\$21,241.46
Profit for the month	-\$10,811.28
Income YTD	\$60,186.56
Expenses YTD	\$33,771.77
Profit YTD	\$26,414.79
March 2014 Profit YTD	\$11,624.30 (Positive difference of 22%)

Note: Aaron asked if any progress would be made with the CPA on the subject of the reclassification of accounts to create an independent scholarship fund. Rick and Karla reported that they will be updated by the CPA between May 15th and May 30th and that they will revisit the budget to ensure that any adjustments made will not negatively affect the budget in the coming year.

Motion by David Hewitt to accept April 2015 Treasury Report
Second by Aaron Allan. Approved.

CHAPTER DISCUSSIONS

A. Landscape Architecture Month

a. Karen reported that AzASLA now had three proclamations for Landscape Architecture Month: the State of Arizona, Pima County, and the City of Chandler.

b. Three Phoenix area and two Tucson area landscape architects and projects were chosen for the "Postcards from the Field" LAM project. EXCOM members will find the names and mailing addresses for their home cities to create a mailing list. Students from ASU and UofA have been contacted to assist. David will continue to move forward on this.

c. The response to the "This is Landscape Architecture" signs has been very positive at both the local and national level through social media.

d. Karen requested that each EXCOM member add the WLAM image to their e-mail signature.

B. AzASLA / Newtown Collaboration

The NewTown Community Development Corporation Community Land Trust, a nonprofit group that works to redevelop decrepit homes and assist underprivileged homeowners. Aaron has spoke with NewTown about coordinating a residential design competition for a Chandler area home.

EXCOM decided to move forward with the partnership and possibly involve ANA, ALCA and the Desert Botanical Garden. Due to the time schedule, this partnership will not be included in the 2015 LAM events. Aaron will prepare a plan of implementation and report at the May EXCOM meeting.

C. Retaining a Lobbyist for Sunset

Karen proposed that the EXCOM officially begin searching for a lobbyist to assist AzASLA in the upcoming Sunset proceedings. Craig has been tasked to begin the search and EXCOM members are to send possible lobbyists or applicable information to him. Additionally, EXCOM members are encouraged to assist Craig to help locate a lobbyist in order to elevate the image of AzASLA and the profession.

Jim relayed a conversation he had with AIA Arizona Executive Vice President Tina Litteral, who had said that AzASLA shouldn't worry about Sunset. The EXCOM decided to take her words under consideration but to ultimately locate a lobbyist to prepare for Sunset.

D. ASLA Headquarters

Jim reported that ASLA National is requesting that the minimal donation of each chapter from \$1,899 over a period of three years be changed to \$1,899 every three years. There was a consensus from the EXCOM to maintain our minimal \$1,899 donation as originally put forth. Jim will relay this decision at the next Trustees meeting as well as inquire how other similarly sized states who are pledging more are raising this money.

E. Pima County Bond Election

The EXCOM has decided maintain AzASLA's neutrality by not actively promoting the Pima County Bond Election. However, AzASLA will send out necessary information to members via e-mail to inform them of the issues and let members make up their own minds.

Karen and Laura will craft a draft message that can be re-used in similar future situations.

F. Science Olympiad

Karen reported that the Science Olympiad in Casa Grande was a success: participating kids were thrilled and appreciate the involvement of AzASLA. She is also seeking EXCOM volunteers for next year's Science Olympiad.

G. Midyear CPC and Trustee Meeting

Karen, Galen, and Jim will attend the CPC and Trustee meeting. The topics will be the National Park Service Centennial, the Reauthorization of Map 21, and the Reauthorization of the Land and Water Conservation Fund. AzASLA will again bring chips and salsa to promote our state and organization.

H. Pima Subdivision Street Standards

Karen brought to the attention of the EXCOM that the Pima County Subdivision Street Standards contain an abundance of exposition promoting complete street planning, but the cross sections are completely devoid of any elements such as shade trees, landscape buffers, etc. She will meet with Pima County to bring up this issue and requested that she have the backing of AzASLA which she received unanimously.

CHAPTER INFORMATION/UPDATES

A. Communications

It was discussed that Communications chair Jacob Miller is in need of assistance in an effort to make AzASLA more present and visible to members and the public. Karla would like to expand the Communications Committee to have more volunteers focused on the website, fliers, social media and media outreach. It was discussed that fliers be developed by individual section volunteers and approval be made by the section chairs.

B. Board of Trustees Report:

Nothing to Report

C. Alliance:

Open, nothing to report.

D. Education:

Nothing to report.

E. Emerging Professionals:

David stated that he is working with Valerie Ahyong and Kirk Smith to better connect with sister organizations and the student chapters at the Emerging Professionals level in Phoenix and Tucson.

F. Advocacy/Government Affairs:

Karen reported that AzASLA and ANA will reach out to the HB 2570 bill sponsor to work on common issues to avoid potential conflict in the future.

Karla will coordinate with Cheryl Goar to find a date in the fall for AzASLA "Day at the Capitol".

G. HALS:

Jim reported that the Tucson team had finished their HALS nomination and that the Phoenix HALS will reorganize how the selection of projects is managed. For this year a selection of projects will be presented to students and the project will be decided by them.

I. Section Update:

The "State of the Chapter" address will be conducted by Karen at the Tucson Mini-EXPO. The address will be given in the same week in Phoenix by Karen or Jim.

Central Section – Allyce reported that the Sketch Crawl coordinated with the ASU student chapter was very successful.

Hunter Beckham will attend a Dave Bang sponsored Cinco de Mayo event on April 30. Allyce has been coordinating with Harry Cooper to host a Sunset oriented luncheon. Allyce also proposed an idea that future events be held at open space ASU locations and has contacted Byron Sampson to coordinate.

Southern Section – Laura reported that she and Irene Ogata were working with Tucson artist Margaret Joplin on a farewell gift for the Ron Stoltz event. Preparations are being made for the upcoming Mini-EXPO. Additionally, she spoke with Lisa Rienstra at Ewing to sponsor an additional luncheon.

J. University Relations:

Allyce reported that Joe Ewan at ASU asked to modify the LAM "This is Landscape Architecture" sign to promote the LA program at ASU and that she agreed and will develop them for him. Allyce will also provide the documents to UofA if they are interested in pursuing the same thing.

K. Student Chapter:

Alexandra reported that the Sketch Crawl was educational and well received by the students. Plans are being put in place to make it an annual tradition. Additionally, the ASU Student Chapter is hosting a plant sale in conjunction with Mountain States Western Nursery to raise awareness of landscape architecture on campus.

Plans are being made for a Firm Crawl near the end of the semester.

EVENTS, ACTIVITIES, PARTNERSHIP INFORMATION/UPDATES

A. Events

Karla Hunt reported the Gala was a success this year with a \$41,000 profit. A debrief with key personnel was conducted resulting in 24 action items to enhance the program for next year. The Phoenix Art Museum has been book for the 2016 Gala.

FUTURE AGENDA ITEMS and ANNOUNCEMENTS

A. April Meeting

The April meeting will take place on Tuesday, May 26 and the following items will be discussed: Sunset, CPC/Trustee Meeting, transfer of Gala profits to Scholarship fund, strategies for developing Communications Committee, upcoming AzASLA elections.

Meeting adjourned at 7:59