



Chapter Executive Committee Meeting Tuesday June 16, 2015

1. Call to Order at 5:40 PM

Attendees: Ellen Alster, Karen Cesare, Rick Campbell, Aaron Allan, David Hewitt, Harry Cooper, Galen Drake, Jim Coffman, Karla Hunt, Allyce Hargrove, Alex Blandford, Dean Chambers, Jacob Miller

CHAPTER BUSINESS

2. Secretary Report:

Motion by Aaron Allan to approve the May 2015 meeting minutes.

Second by Rick Campbell. Approved.

David and Jacob Miller are working on getting the Meeting Minutes posted online.

3. Treasurer Report

Checking balance	\$23,823.21
Income month	\$5,000.00**
Expenses month	\$5,382.17
Profit for the month	- \$382.17
Income YTD	\$69,027.21
Expenses YTD	\$50,768.38
Profit YTD	\$18,258.83

** dues have not yet been received/recorded from National

The Scholarship Fund is currently reflected as an asset, but will be remedied in the coming months.

Motion by David Hewitt to accept May 2015 Treasury Report

Second by Aaron Allan. Approved.

CHAPTER DISCUSSIONS

A. Retaining a Lobbyist for Sunset, Selection Process and Timeframe

a. Craig spoke with lobbyist Robert Schuler at Cheryl Goar's recommendation and weighed the pros and cons between him and Michael Rossi during the meeting. He opined that Schuler would be the stronger candidate as he had conducted independent research on the issue of Sunset and had begun forming strategies and timeframe on defending licensure. The services of 1.) Monitoring and Notification and 2.) Meetings and Communications with key political decision makers over a period of June 2015 to May 2016 would cost \$24,000—paid over a monthly basis.

Aaron asked if AzASLA had the funds to support this and Rick responded that this had been planned for and funds were available.

b. Additionally, Karen will continue to communicate and coordinate with allied organizations and their lobbying efforts to maintain licensure. She also stated the three objectives of hiring a

lobbyist to be to 1.) Retain licensure 2.) Raise the profile of landscape architecture 3.) Monitor future legislation similar to HB-2570.

c. A motion was put forth by Craig to form a lobbyist subcommittee to meet with Robert Schuler and give them the power to hire his services-subject to ratification by the subcommittee.

Motion to accept by Aaron Allan
Second by Ellen Alster. Approved.

B. Chapter Elections

Karen requested that the ExCOM continue to reach out to membership to fill roles for the upcoming Chapter Elections. All EXCOM members should find one candidate for positions for President-Elect, Trustee, and Central and Southern Section Chair-elects.

C. ASLA and NewTown Collaboration - Update

Aaron and Karla met with the NewTown representative and further outlined the upcoming community service contest.

D. Landscape Architecture Elevator Speech

EXCOM coordinated during the past month to develop the following:

“Landscape architecture is a profession that designs outdoor environments: parks, trails, downtown economic centers, campuses, streetscapes and more.”

This elevator speech will be circulated in order for membership to have a quick, memorable answer to the question of, “What is landscape architecture?”

E. Additional Chapter Operations Policies

Several house-keeping operations policies require EXCOM review and approval. New policies for review are the Document Retention, Capitalization, and Gift Acceptance policies. Current policies up for annual renewal are the Whistleblower and Conflict of Interests policies.

F. ASLA Headquarters Fundraising Campaign

Jim reported that at the most recent Trustee meeting he advocated that the National Headquarters be representative of the full diversity of membership and work, stressing regionalism throughout the entirety of ASLA. This was well received and sparked continued conversation.

CHAPTER INFORMATION/UPDATES

A. Communications

Jacob proposed a section of the AzASLA website for member milestones: licensure, marriages, babies, promotions, etc. This was well received by EXCOM provided that a member milestone page is kept up to date and not forgotten about.

To assist in this and other communications efforts, Jacob has enlisted the aid of two other members to join the Communications Committee.

B. Board of Trustees Report:

Jim reported that the City of Scottsdale and McDowell Sonoran Conservancy has received the Landscape Architecture Medal of Excellence.

C. Alliance:

Jim reported that the SHADE Conference Design track has been decided and that they are seeking speakers. SHADE is August 6 and 7 at the Arizona Biltmore.

D. Education:

Nothing to report.

E. Emerging Professionals:

There will be a LARE Meet and Greet Thursday, June 18th in Phoenix.

F. Advocacy/Government Affairs:

Craig reported that there is an upcoming Advocacy Summit in Albuquerque and encouraged EXCOM and membership to attend. Ellen expressed interest.

G. HALS:

Nothing to Report

H. Fellows:

National did not select any Arizona submissions for Fellowship this year. EXCOM will work on selecting candidates for the upcoming cycle.

I. Section Updates:

Central Section – Allyce is working on organizing a “State of the Chapter” meeting to discuss Sunset and other upcoming issues related to AzASLA. She is also coordinated with Alex and Duane Blossom to secure Jim Richards for an ASU Sketch Crawl in the spring. Approximate cost would be \$2,500.

Southern Section – Southern Section has no events scheduled until September.

J. University Relations:

Nothing to report

K. Student Chapter:

Alex reported that ASU student chapter leadership met to rebrand itself and organize a more aggressive social media presence. It was also reported that there is student funding available to send Arizona students to the National Meeting in Chicago.

EVENTS, ACTIVITIES, PARTNERSHIP INFORMATION/UPDATES

A. Events

Karla reported that September 25th is the annual Golf Tournament in Central Section supporting the scholarship fund, there is a Mini Expo in Southern Section in September, and the Central Section Appreciation Event is being organized for the fall.

FUTURE AGENDA ITEMS and ANNOUNCEMENTS

A. July Meeting

Rules Review Subcommittee, Approve Ballot for Next Month.

Meeting adjourned at 7:20

To add items to next month’s meeting e-mail Karen with “ASLA Agenda Item” in the subject.