



Chapter Executive Committee Meeting Tuesday February 17, 2015

1. Call to Order at 6:07 pm

Attendees: Aaron Allan, Rick Campbell, Karen Cesare, Jim Coffman, Harry Cooper, Craig Coronato, Galen Drake, Allyce Hargrove, David Hewitt, Karla Hunt

CHAPTER BUSINESS

2. Secretary Report:

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

3. Treasurer Report (by Karla for Rick)

Checking balance	\$26,532.83
Income month	\$13,221.69
Expenses month	\$5,318.38
Profit for the month	\$7,903.31
Income YTD	\$13,221.69
Expenses YTD	\$5,318.38
Profit YTD	\$7,903.31

Note: YTD as of 2014 was \$4,810.10 (difference of \$3,093.21)

Note: Rick reported that after May the CPA will reorganize the Scholarship Fund to reflect that it is not a Chapter profit.

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

CHAPTER DISCUSSIONS

4. Strategic Planning Recap

Karen moved that the Chapter will review the Strategic Plan from Barbara Drobins with the intent to vote on approving it at the March meeting.

5. 2015 Theme for Chapter

Karen, Harry, and David will create action items for the Chapter revolving around the 2015 them of 'Landscape Architects Lead'.

6. Survey Results/Status

Aaron reported that the Chapter received 39 responses from members reflecting that educational opportunities were the biggest benefit to members, that less sponsor-oriented luncheons were requested, and that responses were fairly even with no extreme issues standing out among others.

7. Survey Results/Status

Aaron will follow up with another round of questions before the Gala but after sufficient time has passed from the first set of questions.

- What are members doing on their own for "Career Discovery" activities currently or in the past 2-3 years.
- What leadership positions do our members hold outside of ASLA? (Appointed Boards/Commissions/Committees/elected positions including Homeowners Associations/Civic/Religious, etc.)

8. Landscape Architecture Month

Craig has been working on the Proclamation alongside Karen and Irene Ogata. ExCom members will speak to governmental contacts to push this forward in order to receive recognition for the Landscape Architecture Month Proclamation.

Rick, Allyce, and David volunteered for the LAM subcommittee to work on creating Profession Postcards featuring Arizona landscape architects and their projects to promote LAM. Additionally informational signs will be created to post at high profile public sites to increase awareness of the profession with links to our website and other social media outlets.

The ExCom committee will draft a quick "30 second elevator speech" explaining what landscape architecture is for member use.

Aaron volunteered to program a LAM Logo contest in coordination with the 2015 theme and LAM events to have the winner recognized at the Gala. Allyce volunteered her graphic design talents to assist in all LAM events.

Karen will draft an introductory statement on why 'Landscape Architects Lead' is the 2015 theme which will preface further events.

Additionally, the committee will continue to plan an Advocacy Board tour throughout the state. Karla will contact the Phoenix Art Museum as a possible site and Craig will contact the Capitol and Leroy Brady and the Board of Technical Registrants as a possible site.

9. Arizona Water Month

Harry contacted the Water Shed Management Group (WSMG) for future coordination with AzASLA and reported that they are very interested in a technical lecture and/or luncheon but currently extremely busy with their own month in April.

The WSMG is currently working with the City of Mesa's temporary rain water harvesting park and it was discussed that it would be a good coordination opportunity.

Harry has also spoke with Laura Mielcarek for future coordination with the Low Impact Development group in Tucson.

10. Science Olympiad

Karen reported that six MLA students from UA volunteered at the Science Olympiad on February 14th and met with very positive results and that the AzASLA logo is on the state's Science Olympiad website. She asked that ASU students prepare volunteers for the upcoming Science Olympiad events. Jim reported that Alex Buckley is excited and preparing for the event.

11. ASLA Headquarters Fundraising Campaign

Jim reported that Arizona is now on the national board for the \$1,899 pledge for the ASLA National Headquarters. His contact Ann Looper never responded to his inquiries concerning naming rights for rooms and will continue to reach out to her.

CHAPTER INFORMATION/UPDATES

12. Communications

Karla reported that the website is up and she and Jacob Miller are making adjustments every day. The website is much better and much improved. Karla noted that the web design company is slower to respond to inquiries and mentioned that in the future it is advisable that the Chapter withhold a nominal final payment to contractors to ensure better quality service.

13. Board of Trustees

Jim had nothing to report.

14. Alliance/Partnership

The Alliance/Partnership Chair is open and Karen has been in touch with Jeffrey Tarbox to possibly fill the position.

15. SHADE Conference

Jim reported that the SHADE planning committee has met and discussed all tracks and would like volunteer landscape architects to present them. He will send an e-mail out with the tracks and which ones apply to the profession.

Additionally, he asked if anyone had thoughts on topics for the upcoming REINVENT Phoenix.

16. Education

No official report, but e-mails have been sent out on lecture series for Fairhousing/ADA Training, Ewing, and Rainbird.

17. Emerging Professionals

The Southern Section Emerging Professionals Chair Kirk Smith has organized an event in Tucson and met with positive results and turnout from members.

18. Advocacy

Craig reported that the grant requesting services for a lobbyist to assist in the upcoming Sunset process has been approved and that AzASLA has retained a \$5,000 grant with a match from the chapter of \$2,500. He will reach out to other allied professions to pool resources together or to decide if the Chapter needs to find a lobbyist of our own.

As a note he said that we could retain a lobbyist who would simply monitor for threats and news for approximately \$7,500, but would need at least double that for an active lobbyist.

Craig also reported on an upcoming bill HB2570 put forward by Representative Mitchell that states that a municipality could not adopt an ordinance that requires a private property owner to conduct a Native Plant Inventory or call for specific plantings to be installed. There is little support for this bill and he, Karen and Jim will actively monitor its progress at a 9 am house hearing on Thursday, February 29, 2015.

19. HALS

Jim reported that student Erin Trochia is writing an article for the upcoming Mesquite Journal on HALS. The upcoming theme is Modernist Landscapes, and Jim, Aaron, Allyce, and Caryn Logan-Heaps will participate.

20. Fellows

Final drafts are being readied for submittal at the end of February.

21. Central Section Reports

Allyce has been working to bring another Houzz workshop to Phoenix and will connect with ALCA as a partner.

Her review of the survey reports that members want to bring back luncheons with diverse locations, different locations and less sponsor-related topics. She will work with the ExCom to identify locations and brainstorm strategies.

AAA Landscaping and municipalities are possible locations for luncheons.

22. Southern Section Reports

Karen reported that the SS luncheon earlier in the day went very well and produced a profit.

23. University Relations

ASU has begun a mentorship program and UA is preparing for its shadow-a-professional day.

24. Student Chapter

No Report.

EVENTS, ACTIVITIES, PARTNERSHIP INFORMATION/UPDATES

25. Events

Karla Hunt is working towards the upcoming Gala.

FUTURE AGENDA ITEMS and ANNOUNCEMENTS

Meeting adjourned at 7:59

NEXT MEETING: Tuesday, March 17, 2015.