



## Chapter Executive Committee Meeting Tuesday May 19, 2015

### 1. Call to Order at 6:05 pm

**Attendees:** Ellen Alster, Karen Cesare, Laura Mielcarek, Rick Campbell, Aaron Allan, David Hewitt, Harry Cooper,

### **CHAPTER BUSINESS**

#### 2. Secretary Report:

Motion by Aaron Allan to approve the April 2015 meeting minutes pending revisions.

Second by Rick Campbell. Approved.

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

#### 3. Treasurer Report

Checking balance	\$27,390.38
Income month	\$3,988.40
Expenses month	\$12,714.99
Profit for the month	- \$8,726.59
Income YTD	\$65,419.96
Expenses YTD	\$46,486.76
Profit YTD	\$18,933.20

Motion by Aaron Allan to accept April 2015 Treasury Report

Second by David Hewitt. Approved.

### **CHAPTER DISCUSSIONS**

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

a. Craig spoke with lobbyist Michael Rossi, an established lobbyist for 29 years who has worked with landscape architects and allied professions who lives in Tucson and works in Phoenix when congress is in session. Karen knows him professionally and has positive reviews on his character and work. The fee was estimated to be a flat fee of approximately \$20,000 to \$25,000. Aaron noted that the EXCOM has been preparing for Sunset for several years and that though the cost is steep, is doable thanks to past financial planning.

b. Further work will be done to vet other potential lobbyists. Craig will speak with Cheryl Goar at ANA and Leroy Brady at the Az BOTR to seek referrals, as well as contact other chapters to inquire as to their lobbyist experiences. Karen will contact allied professional presidents from AIA and ACEC to do the same. Harry will connect with a professional contact at the City of Phoenix to do the same. All other EXCOM members are encouraged to seek out as much information as they are able.

c. Two to three lobbyist proposals will be collected a week before the next meeting on Tuesday, June 16. A lobbyist will be chosen at the June meeting. Craig will coordinate.

## **B. Site Visits for Legislators – Create Ad-Hoc Subcommittee:**

Karen is forming a sub-committee to organize a Site Visit for key legislators in Phoenix and Tucson to highlight landscape architecture's role in promoting the health, safety, and welfare of the public. These legislators will be identified with the help of the as-yet-unknown lobbyist. Karen, Laura, Craig, and Aaron volunteered and key membership will be encouraged to participate.

Laura noted that HB-2570 sponsor Representative Mitchell would be a good candidate to focus on to enlighten him on the profession. Harry noted that it will be difficult to get key legislators to participate in a site visit on account of their busy schedules and that EXCOM should organize this project soon to ensure better results.

## **C. ASLA and NewTown Collaboration**

Aaron and Karla met with the NewTown representative to further define the community service contest between AzASLA, ANA, City of Chandler and NewTown. The design guidelines, schedule, requirements, awards and publicity has been completed and membership will be notified of the upcoming residential design contest. Aaron will continue to inform EXCOM of new developments.

## **D. Landscape Architecture Elevator Speech**

David will send an e-mail to EXCOM membership to define a quick and comprehensive answer to the question of "What is Landscape Architecture?" Once refined, this LA "elevator speech" will be conveyed to membership for use.

## **E. Landscape Architecture Month Wrap Up**

Karen applauded the work that AzASLA had completed for Landscape Architecture Month, including proclamations, "This is Landscape Architecture" signs, social media coverage, and events.

The LA postcards will continue to be developed. Karen and Laura will arrange photographs for their projects and David will organize the postcards. EXCOM members will obtain the names and addresses of their own cities' governmental representatives to create the address list.

Aaron noted that planning should begin for next year's LAM to ensure an even more successful April.

## **F. Mid-year CPC and Trustee Meeting**

Karen reported that the Mid-year CPC and Trustee Meeting in Washington DC that she, Jim Coffman, and Galen Drake attended was very helpful in learned new methods to reach out to membership and advocate for the profession of landscape architecture. The membership note cards that AzASLA sends to new, lapsed, and re-upping members was a fresh idea that that was well received by other chapters. The advocacy of the National Park Service Centennial, the Reauthorization of Map 21, and the Reauthorization of the Land and Water Conservation Fund at the capitol went well.

## **G. ASLA Headquarters Fundraising Campaign**

N/A

## **H. Additional Chapter Operations Policies**

Karla reported that the EXCOM will need to enact several house keeping policies: Whistleblower Policy, Conflict of Interest Policy, Document Retention and Destruction Policies, and Gift Acceptance Policies. These policies have been sent to the EXCOM and will be voted on at the June meeting.

## **I. Elections**

AzASLA elections will be organized for the President Elect, Trustee, and Section Chair Elect positions. The call out for nominations will be crafted by Karen, Aaron, and Karla and will be sent out June 1. Each EXCOM member will find attempt to find one member to nominate.

## **CHAPTER INFORMATION/UPDATES**

### **A. Communications**

Aaron will contact membership to form communication sub committees to assist Jacob Miller.

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

Nothing to Report

### **C. Alliance:**

Open, nothing to report.

### **D. Education:**

Nothing to report.

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

David is planning an emerging professionals AzASLA website that will ask simple questions to established professionals about their early career. For example, "What was your first job?" or "What are you looking for in a new hire?"

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

Craig will participate in an Advocacy Summit call and will attend the upcoming summit in person to represent the Arizona chapter. A questionnaire on the goals and accomplishments of each chapter was sent by National and Craig will forward this to EXCOM.

### **G. HALS:**

Nothing to Report

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

Central Section – Harry reported that the recent event was a success and that a future event explaining the upcoming Sunset procedure is being planned along with a new luncheon.

Southern Section – Laura reported that the farewell to Ron Stolz event was well attended and was a very successful event. Upcoming events are being planned for the fall.

Laura reported that she and Karen had received complaints from Southern Section members at the decision to not directly involve AzASLA in the upcoming Pima County Bond Initiative. In response to southern section membership requests they sent a letter to Pima County supporting the bond, representing the "ASLA-Southern Arizona Section." This was done without the knowledge or consent of the other members of the ExCom. The previous ExCom decision (See Item E. April 2015 Meeting Meetings) was that AzASLA would maintain a neutral position on the bond initiative.

**J. University Relations:**

Nothing to report.

**K. Student Chapter:**

Nothing to report.

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

**A. Events**

Karla reported that the Dave Bang event with APRA went very well, and that upcoming events in the planning phase are a Nursery Tour and Day at the Capitol. Craig commented that it may be advantageous to refrain from a Day at the Capitol event until after the Sunset process has been completed.

***FUTURE AGENDA ITEMS and ANNOUNCEMENTS***

**A. April Meeting**

The April meeting will take place on Tuesday, June 16 and the following items will be discussed: Elections, Sunset Lobbyist, Operational Policies, strategies for developing Communications Committee.

**Meeting adjourned at 7:40**