



GA | ASLA Monthly ExCom Meeting  
Date/Time: **June 7, 2016**, 12 noon  
Web: <https://zoom.us/j/676100617>  
Phone: 408-638-0968 / 646-558-8656  
Meeting ID: 676 100 617

## Executive Committee Meeting MINUTES

### 1. **Roll call** (Quorum is 4)

- a. Jonathan Young, President (v)
- b. Matt Wilder, Past-President (v)
- c. ~~OPEN~~, President-elect (v)
- d. Matt Cherry, Secretary (v)
- e. Sydney Thompson, Treasurer (v)
- f. ~~Jay Gehler, MAL-Membership~~ (v)
- g. Brian LaHaie, Trustee (v)
- h. Ben Kent, Atlanta Section (v)
- i. Dale Jaeger, NE/Athens Section (v)
- j. ~~Chuck Taylor, Coastal / Savannah Section~~ (v)
- k. Wimberly Treadwell, Middle GA Section (v)
- l. Nathan Aarons, MAL-Communications (v)
- m. ~~Sarah Boyer, Newsletter/Emerging Professionals Chair~~ (nv)
- n. ~~Bobby Bullard, Advocacy Chair~~ (nv)
- o. Audra Lofton, PR Chair (nv)
- p. ~~Liza Mueller, Events Director~~ (nv)
- q. Megan Perry, GSLA President (nv)

### 2. **President's Report** (Jon)

- a. Overview of April 30 budgeting meeting
- ~~a.b.~~ Continue funding Existing Endowment at UGA through current golf tournament
- c. Creation of Graduate-Level Scholarship Endowment Fund – Possible Ex Com vote?
- d. NEWSLETTER
  - i. Sarah overwhelmed in new job. Jon told her not to worry about newsletter for now. Jon going to jump in and organize 2<sup>nd</sup> quarter newsletter.
  - ~~b.~~ii. Jon needs everyone who wrote article or report for Q1 newsletter to re-send.

### 3. **Secretary's Report** (Matt)

- ~~3.~~a. Matt going to forward 4/30 face-to-face meeting minutes out to ExCom

4. **Trustee's Report** (Brian)

- a. Center for landscape architecture – targeting opening early Fall 2016.
- b. Nat'l Dues Increase - by recommendation Board of Trustees, asked to vote on dues increase. Nat'l dues will go up \$15 starting June 1<sup>st</sup>. Does not affect state dues.
- a-c. Rebranding – could be anything from changing logo all the way up to total rebranding campaign (the latter would be done by PR firm)

5. **Treasurer's Report** (Sydney)

- a. Financial Update
  - i. Checking: \$58,704.99 / Legal: \$20,405.36 / Savings: \$21,008.35 / Paypal: \$5,291.05
  - ii. Total Money: 105,409.75
- b. Status of sponsorship
  - i. Total Money Promised: \$39,100
  - ii. Total Money Paid: \$36,400
  - iii. Number of Annual Partners: (Platinum: 2; Gold: 6)
  - iv. Number of Corporate Sponsors (Firms only): 1
  - v. Events that are sponsored fully:
    - Summer Networking Event
    - Fall Networking Event
  - vi. Events that are sponsored partially
    - Golf Tournament – NEED DOUBLE EAGLE (\$5k)
  - vii. Events with NO sponsor
    - Awards Event
    - Holiday Party
  - viii. OVERALL in good shape with sponsorships, just need that one final "Double Eagle". Regardless we have enough money to pay for our events.
  - ix. Audra was going to reach out to Landscape Forms (not ADS)
- c. Golf tourney strategy for UGA
  - i. Total Money for Golf Tournament: \$10,250
    - Enough money to pay for tournament – really need double eagle sponsorship to make substantial profit for scholarship.
  - ii. Been working with Jennifer to try and really get CED involved and to recruit their help in raising funds.
  - iii. Need to connect with GSLA president so that I can start involving her as well.
  - iii-iv. Sydney has meeting with the pro next week to go over organization of tournament.
- d. Potential second golf tourney strategy with a partner (Park Pride)
  - i. I (Sydney) reached out to Park Pride and pitched this, but I have not heard back from them. Though I think eventually having two golf tournaments would be a good idea, I'm not sure if implementing this for

2017 is a realistic or smart idea, just because of time constraints, but we can talk more about it later.

h.i. Sydney and Jane (Park Pride) have been emailing back and forth. Sydney thinks it might be realistic to do 2<sup>nd</sup> golf tourney in 2018.

- e. General Comments
  - i. Summer networking event booked and deposit paid – I’m sure Ben will update people on this more.
  - ii. I will be attending the NE Section social on Friday night and will pay for it using the credit card – need to determine a drink budget – UGA is paying for food.
  - iii. Really need suggestions and leads on Double Eagle Sponsor for Golf tournament.
  - iv. Sponsorship - Dale thinks Pinehall Brick may be interested in sponsoring an event.

#### **6. Awards Ceremony (Matt W.)**

- a. Call for Entries - Matt not aware of any awards submitted to date. Got email from Kevin Burke saying “he hasn’t gotten anything from GA Chapter in months.”
- b. Jury selection / Confirmation – Matt W. still working on. Jon has some leads and will forward to Matt W.
- c. Future of Awards Event? – Dale went to NC event recently and they had almost 200 participants (possible for GA to do something similar?). Matt and Jon not interested in GA-ASLA doing annual event. We should continue to talk about in future. For now, focus on activity around this year’s event. Brian concerned that this event keeps getting “dumbed down” – needs to be bigger, more ceremonial event.

#### **~~7. Past Presidents Committee (Matt W.)~~**

- ~~a. status for organization~~
- ~~b. georgia state advocacy packets~~
- ~~c. old LAM recycle program for advocacy~~

#### **8. Communications Report (Nathan)**

- a. Website updates (remove flo event, remove firm crawl, remove park pride conf). Nathan has already made all requested website updates.
- b. Awards entry email: entries due by June 24
- b.c. Jon suggesting we should start using e-blast to recognize new members.
- c.d. Matt C. – get with Nathan to start posting call minutes to website

#### **9. Section Reports**

- a. Atlanta (Ben)
  - i. FLO event = 27 people. Went really well!

~~ii.~~ July 14<sup>th</sup> – Three Taverns Brewery... hopefully catered with some BBQ

~~iii.~~ Fall networking event (date TBD) in coord. w/ CED (and perhaps align with Alumni Networking social)

b. Athens/Northeast (Dale)

i. Event this Friday on GA Theatre rooftop (Sydney will also attend).

~~ii.~~ GA-ASLA sponsoring drinks for Friday GA theatre event. ExCom already had budgeted \$500 for this.

~~iii.~~ Nothing in pipeline longer-term but Dale looking to identify something.

~~c.~~ Savannah/Coastal (Chuck)

d. Middle (Wimberley)

i. Poplar yard grant - They got their grant to do one-day charrette sponsored by Middle GA Section! Wimberley meeting Pratt Cassidy next week to discuss helping with event. One-day event on a Tuesday. All volunteer event but everyone gets fed!

~~10. Membership Report (Jay)~~

11. **PR Report (Audra)**

a. Status of following networking events in Audra's absence?

i. UGA Tailgate – Prior to Audra's leave, decision made by CED to pare down tailgates to just one per year.

~~ii.~~ Happy Hour/Social at ASLA Nat'l Conference & Expo – Audra still offering to plan this! Just let her know. Jon suggested our approach would be to plan a “meet up” GA Chapter at bar. More casual, less formal.

~~iii.~~ Update Audra's email address. UGA email address no longer active. New email is [audralofton@gmail.com](mailto:audralofton@gmail.com).

~~iv.~~ GA-ASLA Social Media info – Audra has now, but will email to Nathan for future reference.

~~12. Advocacy Report (Bobby)~~

13. **GSLA Student Activities Report (Megan)**

a. Introduction of Megan as new president of GA Students of LA – WELCOME! (she's in Alabama for internship this summer)

b. GSLA working on getting Vaughn Reiner (President to ASLA) to come visit

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Meeting adjourned at 1:09pm.

Next Meeting – **Tuesday, July 12<sup>th</sup> at noon**