



GA | ASLA Annual Summit (In Person Meeting)  
Date/Time: **Sat, Jan 21**, 12-6pm  
Location: Lord Aeck Sargent Office (Colony Square 100 Tower), 1175 Peachtree Street, Ste 2400, Atlanta, GA 30361

Meeting Start 12:20pm

**Committee Member Action Items Highlighted**

**1. Current Committee Members**

- a. Jonathan Young, President (v), 2-yr term goes through this Fall
- b. ~~N/A, Past-President (v)~~
- c. Matt Cherry, President-elect (v), 2-yr term starts this Fall (formerly Secretary)
- d. Matt Wilder, Secretary (v), interested in potential future trustee position
- e. Sydney Thompson, Treasurer (v) - - de facto "Sponsor Liason", 2-yr term
- f. Corryn Feeney, MAL-Membership (v), new ExCom member – welcome!!
- g. Brian LaHaie, Trustee (v) Brian served one year of G. Husbeth's. End of 3-yr term this Fall. M. Wilder possibly maybe interested in position.
- h. Ben Kent, Atlanta Section (v), in 2<sup>nd</sup> year
- i. ~~Dale Jaeger, NE/Athens Section (v), not present today~~
- j. ~~Chuck Taylor, Coastal / Savannah Section (v), not present today~~
- k. ~~Wimberly Treadwell, Middle GA Section (v), not present today~~
- l. Nathan Aarons, MAL-Communications (v) (MAL position has no term limits, btw)
- m. Dave Hasslinger (?), Newsletter/Emerging Professionals Chair (nv)
- n. Bobby Bullard, Advocacy Chair (nv), present for portion of meeting to give Advocacy Update
- o. Sam Spitale, MAL Public Relations Chair (nv), was formerly MAL membership in 2015, now re-engaging as PR Chair. Welcome back Sam!
- p. ~~N/A, Events Director (nv) – no more paid event coordinator (swapped for paid accounting position)~~

~~Olivia LeMieux, GSLA President (nv), not present today~~

**2. Secretary's Report (Matt C.)**

- a. Adopt minutes from December call adopted (many items required vote and were done so via email in December)

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

- a. Overview of Current Budget
  - i. Checking: 36,176.57
  - ii. Savings: \$20,408.43
  - iii. Legal: \$21,013.62
  - iv. Paypal: \$19580.17

v. Total: 97,178.79

- b. Bookkeeping transition
  - i. Matt C. taking “extra credit card”
  - ii. from Mark to Matt Dickinson
- c. Recap of Upcoming GA Chapter Sponsorships
  - i. Clermont Lee Initiative (Documentary): \$500
  - ii. UGA Student Chapter Support: \$2,500
  - iii. OLPA Party for Parks on Ponce (Feb 12th): \$1,500
  - iv. Park Pride Conference (3/27): \$2,500
- d. SPONSORS – already have about \$10k from vendors etc.
- e. SECTION EVENTS: Sydney doesn’t know how much they need per event.  
Jonathan will directly email section chairs to ask how much they need or are requesting for upcoming events.

#### 4. Public Relations Report (Sam)

- a. Recap of recent PR Summit
  - i. Savannah in early Jan., had rep from every section except Hawaii (incl. Audra)
  - ii. Group Exercises to hear what other chapters are doing
  - iii. Parking Day – “Park in a Pod” (CA chapter)
  - iv. Most chapters doing press releases for pretty much everything they do
  - v. Career Day – school advocacy, focus on youth. Maby had group package for teachers, etc.
  - vi. Sam focused on UGA involvement
  - vii. Nat’l - idea of hosting state chapter sites within theirs?
  - viii. Nat’l - moving to PR “coalition” framework

#### 5. Section Reports

- a. Coastal/Savannah – go through current member list, sort by address, reach out to see if anyone else is interested
- b. Jon sent latest list to nathan and Ben per their request.
- c. One email blast statewide once a month

#### 6. Trustee’s Report (Brian)

- a. (SEE HANDOUT)
- b. Upcoming Trustees Mtgs
  - i. April 26-28 in DC
  - ii. Oct 17-19 in LA (for Nat’l Conference)

- c. Center for Landscape Architecture
  - i. Move-in complete – open house late Jan
  - ii. Capital Campaign – 80% of \$1.5MM goal reached
- d. 2017 member satisfaction survey
- e. Branding, Logo, etc. – still underway

2:00 – 2:15pm – BREAK

2:15 - 4:00pm – Chapter Strategy for 2017

**7. SE Regional Conference Update (Jon and Matt C.)**

- i. “Southern Latitudes” on June 8-10, 2017 in Charlotte. NC + SC + GA participating.

- Let our sponsors know there is opportunity to sponsor “regional conference”

- ii. ExCom discussion on level of participation and potential contributions to SERC

- ACTION ITEMS: Nathan will add to Calendar on website. He will also send out email blast once registration and their website are up and running.

- Matt C. and Jonathan participating in weekly calls moving forward

**8. Advocacy Update & Next Steps (Bobby)**

- a. “no decision” from henry County
- b. recent issues sealing stormwater plans in both Gwinnett and Cobb Counties
- c. Bobby has drafted a summary of recent events (see attached draft). He would like to focus more on PR
- d. Still need legal fight
- e. Possible for part of annual dues to go towards advocacy, lobbying, etc.?
- f. Jonathan – PR a better focus for this. Legal way to get there eventually but shorter-term is PR. PR costs very little and would be effective.
- g. Sam can put together some of this via social media
- h. ExCom focus on PR, no more financial contribution to legal

**9. GA Board of LAs**

- a. Historically we've not had strong connection with GA Board, but we need to

bolster. They recently started a newsletter, FYI.

- b. Matt W. – we need to focus on increasing stormwater education/exam info at nat'l level. P.E.s are in process of increasing education reqs for licensure
- c. They need to know they don't need separate newsletter. We can include as part of ours.
- d. **ACTION ITEM: Jonathan is going to reach out to State Board**

## 10. CALENDAR OF EVENTS

- a. Feb 12<sup>th</sup> - OLPA Party for Parks on Ponce (GA-ASLA \$1,500 Sponsorship) – **Sam, Matt C. attending**
- b. March 27 – Park Pride Conference (GA-ASLA \$2,500 sponsorship)
  - i. ExCom gets extra tix and a table
- c. March XX (tbd) – Spring networking Event (Brewery)
- d. April XX - FLO Event – what?
  - i. ONE OPTION: Use presentation from UGA Short-Course (Feb 7-9) + BeltLine walking tour (Feb 6). BeltLine walking tour will be Tim Smalley and Kevin Burke. Use same presentation they have for this and use for our FLO event in April? **Jonathan reaching out to Kevin to get this thoughts.** Host at Trees ATL, bring in another speaker? **Ben reaching out to Trees ATL to see about \$\$\$**
  - ii. ANOTHER OPTION: OLPA walk. **Sydney reaching out to OLPA**
  - iii. Move to afternoon/evening?
  - iv. Partner w/ Tech Doug Allen institute? They do in Fall? We do in Spring? They provide the space? We bring in speaker? **MATT W. is going to reach out to contact at GA Tech.**
- e. April 26-28 – Chapter Presidents Council Meeting (DC)
- f. June 8-10 – SERC (Charlotte)
- g. June/July XX (tbd) – Summer Social Networking Event (Brewery)
- h. Sept 15 – Parking Day (Matt Chair, Sam co-chair)
  - i. #parkingdayga? Use those as basis for a competition
  - ii. Have some categories = “best adaptive reuse of materials”,
  - iii. Winner gets homemade trophy
  - iv. What happens the day after parking day?
- i. Sept 22 - Golf Tournament (confirmed)
- j. Oct 20-23 – National Conference (with Chapter President's council mtg before)
- k. Nov XX (tbd) – Fall Networking Event (In LA Studio)

- I. Dec 6 - Holiday Party (confirmed)

## 11. EVENT IDEAS

- a. Firm Crawl 2.0?
  - i. Jacobs, Kimley-Horn?
  - ii. Wait one more year?
  - iii. ....or could just be "inside the studio of \_\_\_\_\_"
- b. 2017 Networking Events
  - i. 2 Brewery-focused – MARCH and JUNE/JULY
    - OPTIONS: Torched-hop Brewery (Midtown), Red Hare (in past has been affordable, but geographically challenged), Three Taverns (fine, but gets hot upstairs), O4W Distillery, Twains, Orpheus (Sydney/jon doesn't like their beer), Gordon Biersch (good location, don't charge for space)
    - 1 on east side (decatour), 1 on north (Buckhead)
  - ii. 1 "inside the studio of \_\_\_\_\_" – EARLY NOV
    - No PPTs, no sit-down... more open house style w/ trash on wall, working project drawings
- c. CEU-Focused Events?
  - i. ADS/Ken Erdoes

4:00 – 4:15pm - BREAK

4:15 – 5:30 pm – Online and Social Media Outreach Discussion

## 12. Website Updates

- a. Social Media "Box" – nathan will get with Jason Butler about updates
- b. Nathan – needs help finding content for website.
- c. Ex Com page – make sure updated photos
- d. "Member Projects" page – host different firms' projects. See Louisiana ASLA chapter for reference. Help generate social media for local firms.
- e. Meeting Minutes – Matt C. will send last year of minutes to Nathan

## 13. Social Media

- f. Instagram and Facebook – Sam taking lead

## 14. Twitter – Sam investigating Quarterly Newsletter

- a. Dave Hasslinger – see if he has interest?
- b. Matt C. can help "rally content"

- c. Important as a way to let sponsors get in front of our audience
- d. Management/task distribution – Jonathan has been main author as of late. Someone ideally needs to take over, but they need to know Indesign well.
- e. Ideally State Board “newsletter” needs to be incorporated
- f. Categories
  - i. Nat’l news (leaders express cliff notes)
  - ii. State/Chapter items, section event highlights
- g. Interactive PDF – not successful
- h. Still need 4<sup>th</sup> Quarter 2016 newsletter ideally

**15. E-Blasts –**

- a. For events, consider “first 5 registrants are free”?

**16. ENGAGEMENT/OUTREACH**

- a. S/F Residential? Historically no local LAs are very involved. John Howard, Gale & Assoc., Ed Dougerty, LandPlus
- b. Midtown Garden Tour – annually in Midtown Historic District. **Matt C. reaching out to Midtown Neighbors Association to discuss potential GA-ASLA sponsor or similar.**

**17. UGA SED**

- a. Dean is stepping down. Staying on as faculty.
- b. Tailgate – one per year from now on
- c. Student Honor & Merit Award Jury – late march/early april.
- d. Awards Day - would ideally like to have GA-ASLA rep

**18. FELLOWS NOMINATIONS**

- a. Not Excom’s job to vet them
- b. Fellows Committee needs to get a list, vet them and submit to us for “final confirmation”. Has to come from ExCom President.
- c. They were due 1/20, so deadline has passed for this year

Meeting Adjourn – 6:05pm