



GA | ASLA Monthly ExCom Meeting  
Date/Time: **Wed, Feb 15 2017**, 12 noon  
Web: <https://zoom.us/j/111834902>  
Phone: 646-558-8656 / 408-638-0968  
Meeting ID: 111 834 902

## Executive Committee Meeting **AGENDAMINUTES**

### 1. Roll call (Quorum is 6)

- a. Jonathan Young, President (v)
- b. Matt Cherry, President-elect (v)
- ~~c. Matt Wilder, Secretary (v)~~
- d. Sydney Thompson, Treasurer (v)
- e. Corryn Feeney, MAL-Membership (v)
- ~~f. Nathan Aarons, MAL-Communications (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. Sam Spitale, MAL Public Relations Chair (nv)~~
- m. Dave Hasslinger, Newsletter (nv)
- n. Bobby Bullard, Advocacy Chair (nv)

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

- a. Southern Latitudes – SE Regional Conference Update
  - i. They've secured locations, room blocks, emails have gone out to signup
  - ii. They're working on key notes
  - iii. Jon is joining call today at 2pm and will report back to group
  - a-iv. Conference will offer 10-15 credit hours FYI. Pricing will be substantially less than annual meeting.
- b. GA State Board – Outreach update
  - i. Jon will reach out and get back to group next month.
- ~~b-c.~~

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

- a. ExCom to review and adopt minutes from Jan 21 in-person meeting.
  - i. Clermont Lee (spelling) correction
  - ii. Minutes approved as edited (see above).

### 4. Park Pride Conference Update

- a. Park Pride Conference Committee this morning. Matt W. attended. Main items as follows.

- b. We need to push the conference to our members on Social Media, the Website Calendar and in email blasts. The keynote speakers and sessions are on the Park Pride website, it should be a good conference, in my opinion. We are as Sponsor, let's promote and get some marketing out of it.
- c. They are 87% to their sponsorship/fundraising goal, not counting registrations. So if any of your firms or if you know anyone, there is still time to sponsor. See note one above, if we can help get some registrations of GAASLA members it all helps to make them meet their goal.
- d. There are 2 Preconference tours one 3/25 and one 3/27, one is an in-town bike tour, the other is Roswell. They are cheap on \$10 and \$15, limited spots, so if you are interested, go sign up now.
- e. They are working on zeroing in on the theme for next year's conference, they like to announce it at this year's - if you have any ideas feel free to pass to me and I will share. Right now they have 'Innovation and Maintenance', 'Resiliency', 'What are parks for?' and something relating to funding as four loose ideas being considered.
- f. Conference is starting at 9 instead of 830 this year, minor thing to note, but they have noticed people aren't taking advantage of the early networking hour. They wondered aloud if there is something that could be promoted to encourage folks to arrive early and to engage with sponsors to get people there before the actual start. Ideas are welcomed.

a-

#### 4.5. Treasurer's Report (Sydney)

- a. Sponsorships – we have \$24k promised, \$9k in hand. Sydney expects another \$10k to come in (based on last year)
- b. Park Pride Materials – koozies done. Signs being made right now. LAM – we had to pay for copies and they are being shipped to us.

a.c. Accounting hand-off (w/ Mark) – Matt W. coordinating

#### 6. Membership Report (Corryn)

- 5-a. Jon added Corryn's name to ASLA access portal online. Jon calling Susannah to make sure she has access.

#### 6.7. Communications Report (Nathan)

- a. Status of website updates w/ Jason Butler. Nathan has reached out to Jason, but not sure

#### 7.8. Trustee's Report (Brian)

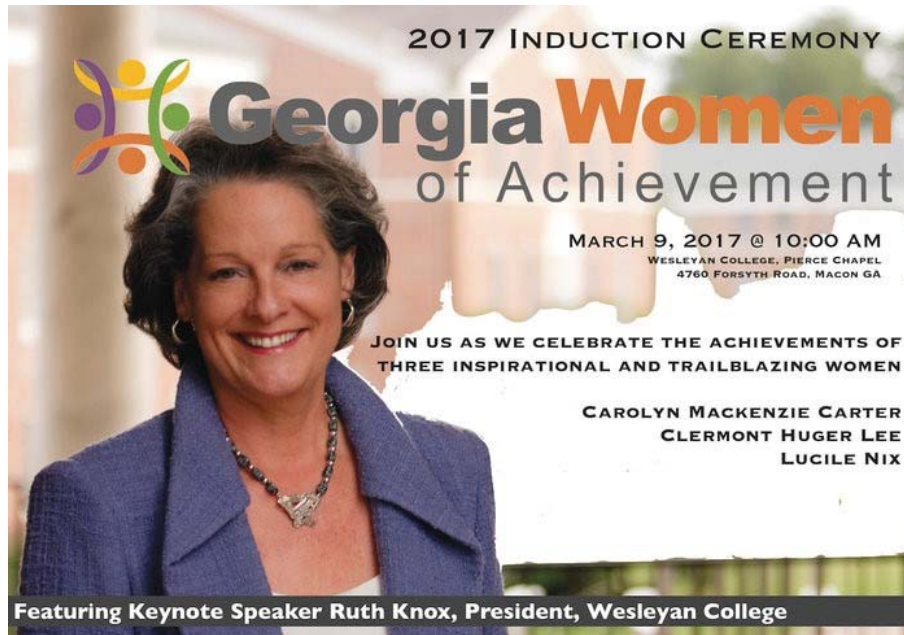
#### 9. Atlanta Section (Ben)

- 8-a. In midst of planning 1<sup>st</sup> networking event. Midtown/Downtown area at Torched Brewery. Confirmed March 15<sup>th</sup> (Wed night)

#### 10. Northeast and Middle GA Sections Update (Dale and Wimberley)

- a. Budget number needed for NE Georgia Section. Last year we had (3) events at \$500 each. So, total \$1,500 estimated for 2017 for NE Section. Right now FYI Sydney has \$5k in for all sections for 2017.

- b. Clermont Lee Induction Ceremony – she was named “GA Women of Achievement” (given to women in GA after they have passed away). She was the first Registered Female Landscape Architect in GA.



- c. Featuring Keynote Speaker Ruth Knox, President, Wesleyan College
- d. Extend invitation to state chapter?
- e. Sam to post in social media. Dale to email Sam the info. Sam may also have Nat'l contact info so that we can send to them.
9. Event is being filmed, so we should get a copy of the video and post on GA-ASLA website
- f. \_\_\_\_\_
11. **PR Report (Sam)**
- a. Instagram push: "Meet our ExComm" On Instagram. I will post an individual picture of each ExComm member on selected days.
- b. Posting about SE conference and award opps on Facebook.
- c. No emails or returns on "send us your project photos" yet and will post that again soon
40. views, likes and reaches on Facebook are up
- d. \_\_\_\_\_
12. **Advocacy Report (Bobby)**
44. a. Follow-up to Bobby's letter? He gave us draft last month during in-person meeting. Jon would like to include in our newsletter and add to archive on our website.
13. **Newsletter Update (Dave, Jon and Matt C. coordination meeting after regular meeting)**

- a. History – went from monthly to quarterly. Now, semi-quarterly. Jon would like to be more regular with publication.
- b. Newsletter Organization/Flow:
  - i. Nat'l content comes first
  - ii. Chapter content
  - iii. Section content (socials w/ photos, upcoming events, etc.)
  - iv. Student Chapter (highlighting things that chapter president has given us)
- c. Potential topics:
  - i. President's Update (Jon)
  - ii. Revit in LA?
  - iii. Bobby's letter
  - iv. Matt C. writing article.
  - v. Dave can send out "all call"
- d. What next?
  - i. OK to skip Q4 2016
  - ii. Next newsletter Q1 2017, which technically goes through end of March.
  - ~~12~~-iii. Ideally it could come out a couple weeks after end March.