MEETING RECORD & MINUTES
(Action items and notes in red)

MEETING BEGAN AT 12:30pm

REGULAR BUSINESS

1. **Agenda Overview**

2. **ExCom Attendee Introductions** (and Ice Breaker)
   - Matt Cherry, President (v)
   - Jonathan Young, Past President (v)
   - OPEN, President-Elect (v)
   - Stephen Busch, Secretary (v)
   - Sydney Thompson, Treasurer (v)
   - Ben Kent, Atlanta Section Chair (v)
   - Dale Jaeger, Northeast Section Chair (v)
   - Wimberly Treadwell, Middle GA Section Chair (v)
   - Curt Jackson, MAL-Membership (v)
   - Clara Kwon, MAL-Communications (v)
   - Kevin Burke, Trustee (v)
   - Sam Spitale, MAL Public Relations Chair (nv)
     - Dave Hasslinger, Newsletter (nv)
     - Bobby Bullard, Advocacy Chair (nv)
     - Meg Perry, UGA Student Chapter President (nv)

3. **President's Report** (Matt)
   a. Fellows Nominations Update
      i. Next Fellow? Tom Walsh?
      ii. We need to identify a list of candidates by June.

4. **Secretary's Report** (Stephen)
   a. Adopt November Minutes
      i. Motion to approve minutes by Wimberly Treadwell seconded by Ben
5. Treasurer's Report (Sydney)
   a. We are in good position with sponsorship

6. Communications Report (Clara)
   a. Newsletter is ready to go
   b. How do we share meeting minutes? On website but do we want to issue with newsletter?
   c. Share section lists

7. Public Relations Report (Sam)
   a. Highlights of ASLA Public Awareness Summit held Jan 5-7 in Austin, TX
      i. Sam reported 49 representatives from other chapters were there.
      ii. ACE mentorship program was present. ASLA will work with the ACE program to introduce high school students to career opportunities in landscape architecture and other design and construction professions.

8. Trustee's Report (Kevin)
   a. National is soliciting funding for the building.
   b. Working on the complete streets project in front of ASLA headquarters.
   c. Virginia may change licensure to certification. National is actively engaged in fighting this change
   d. February issue of LAM will highlight Sylvatica Studio and their work at Fernbank!
   e. LA attendance to national approximately 6300 people
   f. Membership has had a slight decline.
      i. 14,912 members
      ii. 10,633 are full members
   g. $12 million made with 11.5 million in expenses.
   h. Strategic objective: Raise membership!

9. Membership Report (Curt)
   a. As of Jan there are 292 member with 26 renewed and 33 new members.
   b. Target past members/lapsed
   c. We need a section list of south Georgia to get that section more involved.
   d. We need a list of the 800+ folks licensed by the State but not ASLA members.
   e. Matt and Curt to contact Secretary of State regarding this.

10. Advocacy Report (Bobby)

11. Atlanta Section Report (Ben)

12. NE Section Report (Dale)
a. Dale to meet program chair of Georgia Planning Assoc. and NE section rep at Chicopee.

b. There is a new brewery in Chicopee! Named…

13. Middle GA Section Report (Wimberley)

14. Student Chapter Section Report (GSLA) (Meg)
   a. Career Fair & Portfolio Review on Feb 6th – 34 firms (sold out!)
   b. “Experience UGA” - 2/14, 3/21 – 10th Graders from Clarke-County High School
   c. LABASH 2018 – 17 Students traveling to Penn State

15. Other Regular Business
   a. Next ExCom Meeting 12pm-1pm on Feb 20th – Matt will send out invite

16. Next meeting
   a. Tuesday the 20th? Of February...12:00pm to 1:00pm Typically the third Tuesday of every month.

2018 STRATEGY

17. Membership
   a. NE Section – Dale emails NE section every so often. Dale currently using list a year old. From now on, Dale will reach out to Curt to get NE section list updates every few months.
   b. Members - #1 complaint is “more information on website”
   c. “Member Spotlight” being led by Curt
      i. Simple interview, highlights why landscape architect, projects they admire
      ii. Member of the month (Curt will interview). 10 questions max, ideally with photos (like a portfolio), photo of their desk, etc.
      iii. “tag, you’re it” – Curt will ask that person to pick another member (ideally at another firm)
      iv. Website, email blast
         v. In newsletters, summarize “cluster” of them (April, May, June, etc.)
   d. How many licensed LAs in state? Matt C. reaching out to Becky Kirk to get list and to start conversation about better chapter-state board relations
   e. On website, newsletters, highlight firms that pay for ASLA memberships for employees. Matt will draft initial list and circulate to group for further discussion.

18. GSLA –

19. Website
a. Clara works on weekends mainly

20. Increase Statewide Advocacy Efforts
   a. GA Chapter has not been overly-focusing on this over last several years

21. Potential CE Opportunities (facilitated by GA-ASLA)?
   a. Chapter has done before, but it is a TON of work getting required registrations, etc. Chapter has also done a CE “Short Course” but last time attendance was under 100 people, so not really worth it.
   b. BIM for Landscape Architecture Panel?
   c. Out-of-town speaker? And/or start to cultivate a “speaker series”?

22. Establish better relationship with State Licensure Board
   a. …to help streamline registration process for emerging Las
   b. Who on their now, who is on deck to be appointed? Dale knows someone in governor’s office and can try to find out.
   c. SLB appointees - open to public, serve 4-year terms, started current term in 2015, including 5 members appointed by the governor.
   d. Combined Board and GA-ASLA newsletters?
   e. Charlotte Mason is now on staff. Matt C. will call her to find out her role and what ASLA can do to help
   f. ISSUES
      i. Before, no person on staff full time who knew what landscape architecture is
      ii. GA has to send list of CLARB every testing session
      iii. They only meet 3 times per year
      iv. Understaffed due to inability to find “acceptable employees”
      v. “because we’re a smaller population…..”
   g. POST ON WEBSITE – here are the things you need to do to be registered and/or take the exams
   h. Get someone from the SLB on our monthly calls?
      i. Dale is going to call/reach out to Becky Kirk
     j. Hire lobbyist?

23. Create Chapter Diversity Statement? (parallel to Nat’l “Mirroring the Nation” Campaign)
   a. ACE efforts at Nat’l Level
   b. Curriculum to take to High Schools

24. Statewide Fee-Based Selection Discussion
   a. Matt was approached by another LA in town advocating to get rid of fee-based
procurement efforts in Georgia (as other states have already done). Matt will get more info on this and report back to group.

25. OPEN ExCom POSITIONS
   a. Coastal Chair - Need to identify new chair for this section. We should look at section of coastal members, discuss as a group and then potentially reach out to one or more.
   b. Advocacy Chair – Matt will reach out to Bobby to see what his plans are. As a group, we should think about a new advocacy chair.
   c. Student Chapter - invite Ben Glastone (GSLA) to monthly calls so that we could potentially have two UGA students (in case one cannot join on a given week)?

26. LCI Evaluations Committee
   a. Kevin does this now for ARC group, but opened floor up to anyone else might be interested

2018 EVENT TARGETS

27. THREE Networking Events
   1. APRIL - FLO event (first networking event of 2018) – advertise it as a networking event
      i. Bring in Highland Bakery or similar?
      ii. OLPA venue?
      iii. Also coincides with World Landscape Architecture Month
   2. SUMMER - Inside the Studio of….. Cooper Carry, or HGOR (Quarry Park),
   3. FALL - Oakland Cemetery – around Halloween? Or maybe bars across street, Six Feet Under?

28. Golf “Tournament”
   a. TOP GOLF
      i. September – Sam will help organize
      ii. Have same vendors sponsor “holes” (booths)
      iii. Not full day, would attract more diverse crowd
      iv. Combine w/ Vendor Appreciation lunch?
      v. Who gets endowment? Scholarship?

29. AWARDS Gala
   a. ORDER:
      1. Speaker
- Janice Parker?
- Martha Schwarz?
- Steve Nygren?
- Andrea Cochran
- Thomas Woltz
- James Burnett

2. Venue
3. Date
b. February 2019?
   i. Venue? – Sydney thinks we can get discounted venue rates in Feb
   ii. Needs to be on Weekend Night (Friday or Saturday?)
   iii. Hire an event coordinator?

c. Coordinate with national awards schedule
d. Need paid event planner – Sydney has some contacts, will investigate and get
   back to group
e. Need high profile keynote speaker
   i. With GA as self-reporting state, Ben has volunteered to help with
      informal PDF creation. 1 hr minimum and has to be related to LA

f. Call for projects in Fall
g. Award in February

h. Jury
   i. Budget = +/- $30k?
   j. Student Awards should be part of this

30. ExComm Deans Dinner
   a. GAASLA ExComm dinner with Sonya Hirt
      i. BeltLine/Atlanta Projects Tour?
      ii. Dinner
      iii. Timing = BEFORE school starts
      iv. Sydney will email Jennifer Messer

b. Increased involvement with UGA

31. Future SERC
   a. NC in 2017, was conceived as bi-year
   b. Hopefully, SC takes 2019
   c. GA in 2021? (combine with existing short course)
   d. Get copy of MOU (from Jonathan)
DINNER (6:30-8:00pm)