

Wisconsin ASLA Board Meeting Minutes

*Wisconsin Chapter
American Society of Landscape Architects*

**WI ASLA Executive Board Minutes
August 15, 2006**

Call to Order

The August meeting of the WI ASLA Board was called to order at 4:35 p.m., on the 15th of August 2006, at Mariner's Inn Restaurant in Madison, Wisconsin.

Present: Dan Williams – President; Pam Linn – Past-President; Jay Gehler – Treasurer; Rebecca Flood – Member-at-large; Christa Wollenzien – Member-at-large; and Jessie Fink – Secretary

Approval of July Meeting Minutes: Christa Wollenzien moved to approve the July Executive Board meeting minutes. Seconded by Jay Gehler. Approved by consensus.

President's Report: Dan Williams reported the following:

- July 24th was the ceremonial signing of New Hampshire's new practice act.
- CPC begins with a reception on October 4. Funding is available for travel (\$200/person) from National ASLA.
- Land online was sent out to 14,768 members last month, with only 207 emails bounced back.
- Election results are in (see handout). We need to transmit these to National ASLA by September 7.
- The annual retreat will be September 16 or 23. Jay will look into locations in downtown Milwaukee.
- Upstate NY has submitted their awards to us for judging. Judging will occur on Tuesday August 22, at 5:30 pm at JJR's office (625 Williamson Street, Madison). Rebecca Flood volunteered to coordinate food.

Trustee's Report: Shawn Kelly submitted a trustee's report via email (see handout).

Treasurer's Report: Jay Gehler reported the following:

- A detailed Treasurer's report was presented. See attached handout for details.
- Jay reported that his business computer was recently serviced, and files with WI ASLA account information may have been stolen off the hard drive (see attached letter for details). He has closed the old checking and savings accounts, placed fraud notices on these accounts, and opened new accounts for our assets.
- Pam Linn reported that National ASLA is working on our request to understand the amount of dues from previous years that needs to be placed in a segregated account. Once the website is up and running, we should also inform our members that part of the dues is not tax deductible as a business expense.

Committee Reports:

Licensure Committee: Shawn Kelly submitted a licensure committee report via email (see handout).

- Jay Gehler will be setting up the meeting with the green industry soon to discuss new language for the bill and their concerns. He will let the Board know when it is in case others are interested in attending.

Student Chapter:

- Leigh Gevelinger submitted a letter via email asking for financial support for students attending the National ASLA meeting in Minneapolis (see handout). The Board decided that the chapter will donate at least \$500, the amount given in previous years. If student attendance is significantly higher than in past years due to the close proximity of the meeting, we will consider increasing the award.

UW LA Dept.: Shawn Kelly submitted a UW LA Dept report via email (see handout).

Visibility Committee:

- CIP Grants will be awarded next week. Applications for future grants will be discussed at CPC. National ASLA is disappointed that grant applications do not align with their objectives. Suggestions to amend the

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program may include: (1) making it more of a funded mandate to align with National's goals, (2) sun-setting the program to provide more funding for chapter travel costs, freeing up the chapters' money to spend on local initiatives, and (3) revising the program to allow smaller chapters to better compete.

Alumni Committee: Nothing to report.

Fellows Committee:

- Fellows submissions will be discussed at CPC. National ASLA's new recommendation is that chapters hire a public relations firm to fill out fellows applications instead of completing themselves.

Old Business:

Incorporation –

- Our attorney is finishing the articles of incorporation this week. The decision was made to have the president-elect become the trustee to receive information from the state on incorporation, to give some continuity and a live postal address.
- The attorney is also amending our bylaws to add items out of our constitution and make necessary revisions. A redlined copy of the revised bylaws will be distributed to the Board for approval. Once approved by the Board, a new clause in the bylaws will require future amendments to be approved by majority vote of the membership at the annual business meeting, with 20% of the membership necessary to have a quorum.

Web Site Update –

- Kyle Trulen looked at the website. Some of the files on the web host were not located on the webmaster computer. Rather than trying to track down the files, he will be replacing them with new content.
- Goal is to get the website up and running by October.
- Sheridyn Mikul still has not submitted an invoice for the work he did on the site.

CIP Grants – See Visibility Committee Report.

New Business:

First Annual WI ASLA Cruise – Tonight! The Board should also begin thinking about a venue for next year.

Back to School Event – Rebecca Flood will look at coordinating an event for the students.

Golf Outing –

- Pam Linn and Jay Gehler will send Jess Fink a list of previous attendees so that we can send out a personal invitation to members who have attended in the past.
- Dan Williams requested that we send out a list of our scheduled events to the vendors in October so that they can pledge support early for next year's activities.
- We need to award a scholarship this year. For this first year, we should consider asking the department for nominations or selecting based on the Junior Award recipients. Next year, we might transition to an application process.

Next meeting: The next Executive Board meeting is the 2006 Annual Retreat scheduled for either September 16 or 23 in Milwaukee, WI.

Adjournment: Jay Gehler motioned to adjourn. Jess Fink seconded the motion. The meeting was adjourned by consensus at 5:20 p.m.

Notes taken and written by Chapter Secretary Jessie Fink.



**WISCONSIN
CHAPTER**

**AMERICAN
SOCIETY OF
LANDSCAPE
ARCHITECTS**

P.O. BOX 851
MADISON, WI
53701-0851

2006-2007 Election Results:

215 ballots mailed to membership (2 were returned by post office as undeliverable)

92 ballots submitted by membership, for a return rate of 43.2%

President-elect:

Pamela Linn – 89
Bruce Woods – 1

Treasurer:

Jay Gehler – 87
Chris Thiel – 1
Rosheen Styczinski – 1

Secretary:

Jessica Thuli – 90
Aaron Williams – 1
Justin Yonker – 1

Member-at-Large:

Christa Wollenzien – 88
Bruce Morrow – 1

Member-at-Large Webmaster:

Kyle Trulen – 87
Ann Friewald – 1



BADGER LANDSCAPE, LLC

LANDSCAPE ARCHITECTURE
LANDSCAPE CONTRACTING

31 July 2006

Dan Williams, President
Wisconsin Chapter, ASLA
PO Box 851
Madison, WI 53701-0851

I regret to inform the Chapter that while my business computer was serviced recently my business and personal files, including Wisconsin Chapter ASLA files, were compromised and may have fallen into the wrong hands. Up until the Chapter purchased the laptop for the Webmaster, I used my business computer and printer for printing Chapter Treasurer's Reports.

In compliance with the Wisconsin Personal Information Disclosure Law, I am notifying you and the Chapter that certain information, including bank account information, has been acquired by an unauthorized third party. Since the last Chapter meeting, I have closed both the checking and savings accounts at UW Credit Union and transferred the balances to new accounts. I will have new checks in hand within a few days. I have also forwarded the account information to ASLA National for direct depositing of Chapter dues.

I am currently working with local law enforcement authorities to investigate the responsible parties. As the investigation proceeds, I will inform the Chapter of any developments that may concern our information.

I regret any inconvenience that this situation may cause the Chapter.

Sincerely,

Jay Gehler, Owner
Badger Landscape LLC

Trustees report August 2006

Please accept this report done in my absence due to recuperation from shoulder surgery.

To date the Green Roof project is at 75 percent of the funding goal. SITESS fundraising has begun with serious efforts scheduled to begin late summer with the Wildflower Center.

The Trustees called for an audit committee which is being created, and currently work is being done with the administrative policies for that interface.

Landscape Architecture Magazine advertising sales are down slightly, but the job link funds are up, and seem to compensate for the temporary shortfall in revenue.

Complete third quarter results are not available for review, but indications are that the programs and functions of ASLA are running well with no major surprises.

This past presidential election for ASLA showed an elevated increase in member voting. The Tellers Committee calls for the continuation of both paper and electronic ballots.

Staff appears to be doing its job. The society awarded merit increases at around four percent max, which is the local DC rate as judged by Association Executives group in DC.

The ExCom has begun discussion of the next legislative agenda to be reviewed in Minneapolis at the Trustees meeting. Items discussed included HALS, the national landscape conservation system, urban forest programs, farm bill issues, security design, urban parks and open space design programs.

The ExCom hammered out a discussion re: a MOU with the LAF. Hot topics include scholarships, growth of the profession, and sustainable design. No surprises here.

Public perception of the profession was discussed, with a recent survey indicating that more people on the street have some knowledge about what or who a landscape architect does and is.

The full report is to be given the Trustees in October.

Chapter Initiatives Program was discussed with notes about the "quality of submissions."

Possible alternative funding distribution mechanisms were discussed. We shall see more in October.

The whole issue of green investing of society funds was discussed at the last Trustees meeting, with me making some pointed comments about our duty to the profession, not the business of the profession. It appears that there will be more discussion about this topic in October.

Moreover, sign up for the Minneapolis meeting soon, as the opportunity to save one hundred dollars is over later this month.

Licensure report

Michael Blumenfeld and I are working on building support with the vocal opponents of the last bill. We are gaining support daily. I have spoken with the Surveyors, the Arborist's representatives, the Planners, and lately, the Architects. Jay is scheduling a meeting with the Green Industry folks. Michael is working with the Joint Board of Tech Reg in Madison and is gaining some ground for a quick rewrite and support. Assemblyman Lothian's wife passed away this past week and I will represent the ASLA at the memorial this Wednesday. I will also send a small contribution to her favorite charity in our name. I have offered to support his reelection efforts this fall and so far all is well.

UWLA Department report

UW all is well and there is a last minute scramble to find an additional lecturer in GIS.

A retreat is scheduled for the end of this month.

To: WASLA Chapter
Date: August 14, 2006

Purpose: 2006 ASLA Conference in Minneapolis, MN

WI ASLA Chapter Members,

This year, as you are all well aware of, the ASLA conference is closer to home than usual. Many students have expressed interest in attending the conference this year because of its close proximity to our chapter. As the student chapter representative I have been asked many questions regarding this event.

The early registration deadline is fast approaching on August 28th, and I realize that the cost is \$135 for students. In the past, I have understood that the state chapter has donated a sum around \$500 for students to divide among themselves to help pay for travel/registration expenses. Is a donation a possibility for this year as well? Also, since more students than usual will be attending the conference this year, I would like to inquire about the possibility of getting more funding from the state chapter.

Since the early deadline will occur before the first student WI ASLA meeting this year, how should I ensure that the students who register early pay the WASLA dues? (The non-student-member fee is \$185 for early registration and \$215 after August 28th.) If a donation is awarded, would it be available to all students who attend, or only the students who are members of the WI ASLA?

Thank you all for your time, and I look forward to meeting you at the next meeting in September.

Leigh Gevelinger