

Wisconsin ASLA Board Meeting Minutes

*Wisconsin Chapter
American Society of Landscape Architects*

**WI ASLA Executive Board Minutes
May 1st, 2007**

Call to Order

The May meeting of the WI ASLA Board was called to order at 6:15 p.m., on the 1st of May 2007, at The Legend Delafield, Wisconsin.

Present: Dan Williams – President; Pam Linn – President Elect; Jay Gehler – Treasurer; Shawn Kelly – Trustee; Jessica Thuli – Secretary; Rebecca Flood – Member-at-large; Kyle Trulen – Member-at-large

Approval of January Meeting Minutes: February meeting minutes were approved by consensus.

President's Report: Dan Williams reported the following:

- Mid-Year Report by Dan and Pam:
 - Vendor's Letter: other chapters gave advice on how to phrase this letter to get sponsorship. This included how much money to ask each sponsor for per event.
 - Making personal phone calls to vendors is a really good way to get vendors to commit. We need to begin to contact a wider range of vendors than we do not – people and companies that we work with on a day-to-day basis. Also, contacting corporate office in addition to local representatives is a good way to attract more sponsorship.
- LARE in WI:
 - Shawn is beginning to organize a study session in Wisconsin. CLARB will give permission for such a workshop and will offer useful information about hosting such an event.

Trustee's Report: Shawn Kelly reported the following:

- Shawn wants to draft a Memorandum of Understanding to send to allied professions, but this is not allowed by the Judicial system so it won't be done.
- There was a reported 4.8% increase in membership nationally this year.
- Currently, 10 states have active legislation in the works.
- APA and ASLA will look to do CEU's together, classes that will count for both fields.
- The ASLA fiscal year is changing to January thru December so that there is a guaranteed to be only one annual meeting per year.
- LEED is not embracing SITTES as a sustainable design model yet.
- SITTES guidelines will come out in the next two years, to cover soils, water, vegetation, and sustainable materials.
- San Francisco is looking to host a "green" annual meeting this year for ASLA.
- Ethics Board changes: complaintents can resubmit if their complaint is turned down the first time.
- Council of Fellows approved the funding of scholarships.
- Top three priorities of Trustees (in order) include: Visibility, Licensure, Lawns & Regulations.
- The Millennium Ecosystem Assessment will be reevaluated and reworded.
- ASLA Fund: funds the visibility and research of landscape architecture related events and tasks.
- There are not enough students graduating with landscape architecture degrees to staff the offices. The profession is growing but the number of people going into the profession is not increasing at the same rate.
 - The profession of landscape architecture grows by 4.8% per year, every year.
 - There may be a need to craft a mentorship program at the elementary and middle school levels to get more youth interested and educated about the profession.
- National elections are in order:
 - Vice President Nominees
 - Communications: Tom Tavella
 - Education: Terry Clemens
 - Government Affairs: Jon Mueller

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- President Elect (this can be done by mail or online)
 - Angela Dye
 - Gary Kesler
- The next annual meeting is October 4-5, 2007 in San Francisco

Treasurer's Report: Jay Gehler reported the following:

- Jay distributed the April banking account report.
- Our monthly expense is Michael Bloominfeld
- Web-nar Meeting – this is a way to train new treasurer's in lieu of going to the annual meeting. It is an online meeting that Pam took part in and she felt it was very helpful.

Licensure Committee: Shawn Kelly reported the following:

- Michael reported to the Technical Board of Registration in March. This incorporated inclusions and definitions of their previous recommendations to the licensure bill.
- Senator Risser will help pass the bill through the house with the contingency that the Technical Board of Registration changes are met.
- Due to a single persons' (Rosheen) dislike with the working of the exclusions, the bill will be postponed from moving forward until October.
- Senator Risser asks that when we have our hearings in Madison that EVERYONE possible show up at the capitol in support of the bill – or else Sen. Risser will not support our bill any longer. WE HAVE TO SHOW UP IN MASSES (landscape architects, architects, engineers, friends, etc)!!!!

Student Chapter: Shawn Kelly reported the following:

- The student chapter is voting for secretary and treasurer for the next school year.
- April 22nd the students will plant the courtyard to celebrate Earth Day.
- May 16th at 6:30 is a Recognition Event to celebrate the completion of the courtyard and recognize those who made it possible.
- LA T-Shirts are for sale for \$10.

UW LA Dept.: Shawn reported the following:

- Jury week is next week at Vierbecher offices.
- Shawn received an offer from Texas A&M. UW-Madison counter-offered and Shawn was offered Director of Environmental Sustainability thru the LA Department., This will fund Extension type work, incorporate LARE preparation, Green Industry, stormwater and green roof classes.

Visibility Committee: Jay reported the following:

- WIASLA funded the planting of a large oak trees at the capitol square on behalf of national ASLA month. Planting was done by the Bruce Company.

Alumni Committee:

- This committee meets next week.

Webmaster: Kyle Trulen reported the following.

- There is a new article posted online. New articles are always welcome.
- Kyle will post pictures of the display at the capitol rotunda and pictures of the oak tree at the capitol square.

Membership Committee and Personal Relations Committee: (these are two separate committees)

- Rebecca volunteered to chair the Membership Committee.
- Pam will chair the PR Committee.
- Quarterly conference calls are required.

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Old Business:

- Incorporation and By-Laws: Pam will red-line the by next Tuesday and email a markup to everyone. We are all welcome to comment on the red-lines.
- CIP Grants:
 - Pam distributed the “Intent to Apply” form to each board member to fill out by the June meeting so we can submit these before we apply for the actual grant (which is due Aug 1, 2007).
 - Matching funds have changed based on chapter size (WI is a medium size):
 - Large: match at 100%
 - Medium: match at 60%
 - Small: match at 20%
 - “Good” grant applications are as follows:
 - Those focused on educations, programs for visibility, youth, etc
 - Spring Conference: national speakers, sustainable design
 - Earth Day focused: plant trees with kids, panel discussions, etc.

New Business:

- Summer Cruise: Lake Geneva on a Tuesday in August. The chapter can offer incentives or discounts to entice members and others to attend.
- Student Courtyard Benches:
 - The board will vote on a bench design this summer.
 - Shawn will take our recommendation to the faculty for approval
 - Shawn will attempt to get funding from Alumni
- Board elections are coming up.

Next meeting: The next Executive Board meeting is scheduled for Tuesday, June 19th, in Madison at 6pm at Broach’s Irish Pub on the capitol square.

Adjournment: Dan motioned to adjourn and Jay seconded. Approved by consensus. The meeting was adjourned at 7:58 p.m.

Notes taken and written by Chapter Secretary Jessica Thuli.