

## Wisconsin ASLA Board Meeting Minutes

### *Wisconsin Chapter American Society of Landscape Architects*

#### **Annual Retreat January 25, 2009**

#### **Call to Order**

The Annual Retreat for the WI ASLA Board was called to order at 10:00 a.m. on the 25th of January, at the Clarke Hotel in Waukesha, Wisconsin.

**Present:** Pam Linn – President; Leigh Gevelinger – Secretary; Jay Gehler - Treasurer; Shawn Kelly – Trustee; Christa Wollenzien – Member at Large; Rebecca Flood – President Elect; Dan Schmitt – Student Chapter President; Jason Wilke – Member at Large

#### **Breakfast & Welcome**

Monkey Bread!!!

#### **Introductions**

#### **Budget**

- Chapter Dues
  - Less than what they have been in the past/ at a deficit over the past few years
- ALSA pay half conference fee for President & President Elect - \$600 to \$800 savings
- Presidential Budget – little less
- Monthly Meeting Expense – reduced budget
  - Meet in offices, cut on food budget
- Licensure – grant for \$8000 and spend \$2000/month – runs out in June
  - Retain a consultant at a lower fee after June
  - Apply for more grants
- Goal to break even on ASLA Events, and ideally make money on most events
- Goal to have one year of operating expenses in savings
- \$80 for membership dues for 2009 and 2010, raise dues in 2011
- Student Chapter Support and Funding
  - LABASH/National meeting travel - \$500/annual funding and support
  - Scholarships – 2 or 3 scholarships to equal \$1000
  - Proposing to change state chapter covering student chapter annual fees for Junior and Senior per student/year – look into alumni chapter for assistance?
  - Next ASLA Conference is in Chicago
- Computer Software/Maintenance
  - Upgrade 2 computers to newer version of windows

#### **Licensure - Shawn**

- List of Current Committee assignments from Michael Bloomenfeld, our lobbyist
- 43 Registered states and by Friday there should be 44 states with the addition of Washington State
- What version of bill do we go with if Green Industry backs out with support?
  - Shawn – go back to previous version of bill with Health, Safety and, Welfare
- If Michael suggests to defer to previous bill if we don't get support from green industry, are we in agreement that we take that action? Goal is not to move backwards
- Try to get support from Green Industry by Friday, January 30<sup>th</sup> in writing

## **Calendar and Events**

### **1. Spring Conference**

- a. Add Landscape Architects on front cover
- b. Session C – LARE Review and LEED Certification
- c. 2010 Madison, 2011 Milwaukee Area – conferences will be in May from this year on
- d. Option of one day conference in conjunction with Awards?
- e. Split with APA?
  - i. Spring Conference and/or Separate conference
  - ii. Get more involved next year and possibly include ASLA Professional Awards

### **2. NLAM - April**

- a. Focus on reaching out to enhance interest in profession
- b. Brown bag lunch and learn – free event
- c. Philanthropic, give back to organization, run/walk, \_Crazy Legs \_ Leigh
- d. Habitat for Humanity \_ Leigh
- e. Meet and Greet office open reception – beginning of month in Milwaukee\_ Jason, end of month in Madison\_ Rebecca
- f. CALS Day for Kids\_ Dan S.
- g. Capital Rotunda – use boards from last year\_ Shawn
- h. Environmental Day \_ bike to work week (send us your pictures and will post on website)\_Leigh
- i. Media Outreach\_
  - i. Promote 8 great projects or sites and get it in the paper - visit historic landscapes in Wisconsin and weave in with contemporary projects\_
  - ii. Make a media package - split list into Madison and Milwaukee areas and market projects
  - iii. Contact ASLA media guide
  - iv. Free Marketing as one benefit of being in Membership

### **3. Professional Awards**

- a. When is the best time of year to send out call for entries
- b. Awards are due April 3<sup>rd</sup>
- c. Send to Connecticut Chapter for judging – give them two weeks
- d. Give winners this year an option to submit a 24x36 board for display at function
- e. Next year, call for entries, require a one board presentation of their award
- f. Location, Milwaukee area – project venue
- g. Date – tentatively Thursday, June 4<sup>th</sup>?
- h. Spring Golfing/outing evening awards banquet
- i. Host event at project site, speakers at event, awards at lunch or dinner and tour site (ex. Hotel Metro)
- j. End of April? – Mid-year and Jenson Longenecker Banquet?
- k. Social Event - park outing

### **4. LARE Review**

- a. Handout
- b. LARE Review Course Questioner
  - i. Membership list and alumni list

### **5. Golf Tournament**

- a. End of August 11<sup>th</sup>?
- b. Garrett in SAA interested in organizing
- c. Pre-pay for Golf Tournament

### **6. Annual Meeting**

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- a. Beginning of October- Friday, October 9<sup>th</sup>? In Milwaukee – in conjunction with Recognition Awards
  - b. Elections
    - i. Secretary
    - ii. Two members at large
- 7. Recognition Banquet**
- a. In Conjunction with Annual Meeting – Friday, October 9<sup>th</sup>
- 8. Additional/New Events**
- a. Sponsor monthly meetings – summer months – start it in April through August \_ Jay
    - i. Open/partnerships/information
    - ii. Tour Agricol
    - iii. Mallards game
  - b. Arnold Alanen support for honorary membership – people writing
  - c. Fellowship for Shawn – two nominations for two different categories, letters from chapter
    - i. Due March 27<sup>th</sup>
- 9. Board Meeting/Retreat**
- a. Sunday, November 8<sup>th</sup> for next Annual board meeting
  - b. Wednesdays for most board meetings

### Student Chapter

- 1. Scholarships**
  - a. Should we make it mandatory for students to be ASLA members to receive the scholarships
- 2. Senior Awards**
  - a. When will these be held?
- 3. Jensen Longenecker Banquet**
  - a. Parade of Firms
  - b. Will know date on Monday, January 26<sup>th</sup>
- 4. Other**
  - a. Trip to Phil Lewis' studio
  - b. LABASH at Penn State in February
  - c. Ski trip
  - d. NLAM events
    - i. CALS day for Kids
    - ii. Outreach to area high schools

### Other Business

- 1. Media and Press/Publicity**
  - a. Ex. Comm. Meeting – Importance of making an effort to publicize landscape architecture
  - b. Establish relationships with local media outlets
  - c. Drafting press releases...we should consider doing
  - d. More internet base readership than newspaper
  - e. Put together media and publicity plan – future goal after achievement of licensure
  - f. Create database of local contacts
  - g. Creative thinking \_ offer PR person a part time position, who can generate their own income, get someone who wanted to grow their profession – get someone who has a profit motive
  - h. Invite local media to some landscape architecture social events?

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### 2. Website

- a. Fix Broken Links/Keep webpage current
- b. Update content of website
- c. Making website primary source of information for events
- d. Add calendar to website
- e. Forward event photos to Christa
- f. News letter? Highlight Articles every month
- g. Post membership responses to questions on website – get to know other ASLA members or firms
- h. Update Wisconsin images on site
- i. Update link to WIASLA homepage instead of About Us page

### 3. Other

- a. Myspace, facebook, linked in, Landate Lounge,
- b. Membership committees

**Next Meeting Wednesday, February 23<sup>rd</sup> @ KSD 6:00pm**

**Adjournment: 4:00 pm**

Notes taken and written by Secretary Leigh Gevelinger.