

Wisconsin ASLA Board Meeting Minutes

*Wisconsin Chapter
American Society of Landscape Architects*

**WI ASLA Executive Board Minutes
Retreat Meeting
October 11, 2009**

Call to Order

The retreat meeting of the WI ASLA Board was called to order at 9:30 a.m. on the 11th of October 2009, at Olympia Resort and Conference Center in Oconomowoc, Wisconsin.

Present: Pam Linn – Past President; Jay Gehler – President and Interim Treasurer; Shawn Kelly – Trustee; Jason Wilke – Member-at-large; Carolyn Stuessy – Member-at-large; Christa Wollenzien – Secretary and Member-at-Large Webmaster

Approval of Meeting Minutes: Motion to approve June 9th and July 9th 2009 meeting minutes by Shawn Kelly. Second by Pam Linn.

Retreat Discussion Items:

1. 2009-2010 Budget

- We are running on a much tighter budget since the 2007 to 2008 Fiscal Year.
- The cost of licensure and loss of membership has made things more difficult.
- Due to the economy we have chosen not to fund the student memberships this year, and are considering more effort in joint events.

Motion to approve 2009 to 2010 fiscal year budget by Shawn Kelly. Second by Christa Wollenzien.

2. Licensure Report

- Things are still moving along and everything still seems very positive.
- Have received commitment from Senator Spencer Coggs to hear the bill and move it in November or possibly in January. Anticipate January, but it could be sooner.

3. Trustee Report

- Trustee's meeting focused on two main issues; the budget and the SITES initiative.
- The budget focused on the needed cuts to keep up with losses of membership dues.
- The new Chief Financial Officer (CFO) has been doing a great job keeping things, particularly the cash flow, more transparent.
- A lot of concern has grown about how the SITES initiative with the USGBC is really affecting our profession and questioning our involvement.

4. Strategic Plan

- Needs to be updated. The last update was in 1999.
- This should be addressed with each President-elect.
- Intend to go over this in our January meeting.

5. Calendar and Events

a. Annual Meeting and Recognition Awards

- Scheduled for Friday, November 13th at the Miller Inn in Milwaukee
- Cost will be \$25 per person
- Resend nomination email. Still looking for nominations.

b. Spring Conference

- Scheduled for March 4th and 5th joint with WAPA.
- Tentatively scheduled Professional Awards over lunch, joint with WAPA's.
- Awards will be handed out by Gary Scott.
- Planning an evening event with Gary Scott and the students.
- Need to fill six sessions with presentations.
- Email out solicitation for presentations again.

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- c. Professional Awards**
 - Scheduled in conjunction with the Spring Conference on March 4th.
 - Need to send out Call for submissions ASAP.
 - Planning to exchange judging with New Jersey.
- d. LARE Review**
 - Need to set a date for the next LARE review.
 - Kyle Trulen volunteered to organize the review session.
 - Pam and Jay plan to meet with Kyle and Leigh G. if available to go over details.
- e. NLAM**
 - Make sure to send out emails about the events going on that month
 - Use board members as a resource
 - Provide Power Points and information on Wisconsin projects.
 - Possible NLAM ideas
 - Visiting schools
 - Working with Boy Scouts or Girl Scouts
 - Rotunda at the Capitol
 - Service projects like Habitat for Humanity
 - Work on marketing with the media.
- f. Golf Tournament**
 - Approach UW Alumni for combination golf outing and scholarship fundraiser.
 - Consider Broadlands or Ironwood for golf outing. Focus in Milwaukee Metro area.
 - Aim for fall 2010, last week of September on a Friday.
- g. Monthly Board Meetings**
 - Second Monday of month
 - Use teleconference in a pinch during the summer time.
- h. Additional/ New events**
 - Send out interest surveys to membership via Survey Monkey.
 - Potential for more lunch & learn or dinner & learn
- 6. Student Chapter** – Student Chapter President was not present
 - a. Scholarships**
 - Going to try and continue with the golf outing for 2010.
 - b. Senior Awards**
 - c. Other**
 - Separated the career fair from the Jensen-Longenecker Banquet. Now two separate events.
 - The career fair will now be in the spring.
 - Considering a mentor program, for example student career day with a free dinner.
- 7. Other Business**
 - a. Media and Press/Publicity**
 - Christa is going to be the PR representative for the Chapter at National
 - Pam and Jay are going to research and post a position for a Marketing / PR intern.
 - b. Website**
 - Intend to work on tracking hits and setting up a calendar of events.
 - Positive feedback about using links in our emails to the website for posting information.
 - Christa will look into cost of Dreamweaver for laptop
 - c. Other**
 - Considering an Executive Director for the future. After the costs of licensure have subsided.
 - Carolyn is going to be the HALS representative for the Chapter.
 - Pam is going to be the NLAM representative for the Chapter.
 - Jay is going to be the membership representative for the Chapter.
 - Electronic balloting is cost prohibitive, so this coming election will still be done by mail with the use of the website for candidate descriptions.
 - Expect to see CEUs in place in the next two years.

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Next meeting: The next Executive Board meeting is scheduled for November 13th, 2009 at the Annual Meeting and Recognition Awards Event. In Milwaukee at the Miller Inn.

Adjournment: 3:30 pm

Motion to adjourn by Jay Gehler. Second by Jason Wilke.

Notes taken and written by Secretary Christa Wollenzien.