



A S L A

**AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS**  
**UPSTATE NEW YORK CHAPTER**  
 Executive Committee Meeting Minutes  
**Date:** January 18, 2008  
**Place:** Teleconference

<b>ExComm Member /Office</b>	<b>Present</b>	<b>Absent</b>
Mike Haas, President (V)	<input type="checkbox"/>	
David Cutter, Immediate Past President (V)	<input type="checkbox"/>	
Dick Powell, Trustee (V)		<input type="checkbox"/>
David Kenyon, VP for External Affairs (V)		<input type="checkbox"/>
Darryl Jones, Treasurer (V)	<input type="checkbox"/>	
Joy Kuebler, Secretary (V)	<input type="checkbox"/>	
Greg Robinson, VP for Program Services (V)	<input type="checkbox"/>	
Nicole Lipp, VP for Communications & Information (V)	<input type="checkbox"/>	
Brit Bassinger, At Large Member (V)		<input type="checkbox"/>
Doug McCord, At Large Member (V)	<input type="checkbox"/>	
William Christopherson, At Large Member (V)	<input type="checkbox"/>	
<b>Non Voting Members</b>		
Elizabeth Metz, ESF Student Liaison (NV)		<input type="checkbox"/>
Rick Rivers, TRO (NV) / Aria Camaione-Lind	<input type="checkbox"/>	
<b>Student Committee</b>		
Mary Mcquiggan (Cornell) NV		<input type="checkbox"/>
Kasey Toomey (Cornell) NV		<input type="checkbox"/>

- 1.0. CALL TO ORDER:** The Executive Committee meeting was called to order at approximately 8:30 AM.
- 2.0. PRESIDENT’S COMMENTS:**
  - 2.1.** Efforts were made to get students for a student trustees board, but had no such luck.
  - 2.2.** Need to find new liaisons for Cornell and ESF. This needs to be done this month. Dave Cutter will provide names for people in Ithaca as a starting point. Also see Dave Kenyon’s report.
- 3.0. PRESIDENT’S REPORT**
  - 3.1.** Mike: Fellows nominations, Due February. Ed Olinger has submitted two names. Need someone to work on nomination committees. Needs a motion to approve these two as nominees. Harry Schumm, JoAnn Beck
  - 3.2.** Joy to motion the nomination of these two as our nominees for Fellow, due Feb 15<sup>th</sup>. Dave Cutter seconds. **Approved**

- 3.3. TRO contract: Sent to Mike and Darryl. Wait for approval at February meeting, EX Comm to review, verbal to proceed for now.
- 3.4. HAALS: Pete Auyer working on this pretty hard. He has a specific deadline, update the register with sites. If you have a site worthy, contact Pete directly. He is asking that we review list to see if we concur with list.
- 3.5. ASLA Honors Award: nominate George Earl for Carpenter award, this award has a focus on educators. Due March 14. Need to have someone from ESF help with nomination. Come prepared for February meeting with this nomination.

#### 4.0. VICE PRESIDENTS REPORT:

##### 4.1. TREASURER'S REPORT

4.1.1 Month of January no full report, but so far no income, but not unusual for this time of year. Dues will arrive soon. \$2100 in Ex Comm expenses. If dues do not cover invoices, we will transfer from the money market account. Aria is working VERY hard to track down outstanding payments from conference. A few checks have arrived, but this has been a 3 month effort.

4.1.2 Rick will send out report to Doug and Mike with who has not paid.

4.1.3 Darryl: with purchase orders, he feels we should just no longer accept them.

4.1.4 Updates: TROs anticipated contract for 2008, \$15,000 (less than last year, but still just a budget) Question was raised as to inserting this into the contract as a target number, or leave the contract as it is? Ex Comm to further review contract and vote at February meeting.

4.1.5 The revised budget released this week is showing a deficit, we need to adjust something. Ideally we would want to zero out.

4.1.5 Mike: We need to look at both web-site costs but also income. We need to look at new ways for income. We are OK with spending down some of our savings, but should not be typical. Rick will have better revenue numbers for newsletter and CE events for February meeting.

##### 4.2 EXTERNAL AFFAIRS VP

###### 4.2.1 Student Affairs:

- Search for new Student Liaisons, preferably near Universities.
  - i. ESF – shall contact Syracuse area LA's, seek recommendations from Pete Auyer, Caroline Bailey, Joanne Gigliano (EDR).
  - ii. Cornell – shall contact Steve Lauzen, Paul Ballard (Thomas Group), Alison (Joy)
  - iii. Need to develop a Liaison packet describing role, term length, etc.
- Scholarships/Interns – Need to obtain more information from schools and work out a more formal agreement. Dialogue with each campus is spotty; this highlights need for “boots on the ground” (student liaisons) at each campus.

###### 4.2.2 SITESS (Systems Integration Tool for Environmentally Sustainable Sites):

- The initiative is a five-year project that will include pilot projects and develop three products: Standards and Guidelines, Rating System and Reference Guide. Currently in progress is the development of the first product, the Standards and Guidelines. Preliminary findings of this product were released in November 2007. Feedback received during the public review period (which ended January 11, 2008) is being reviewed by project staff and a response will be posted on March 1, 2008. An updated draft on the Standards and Guidelines will be released in November 2008.

###### 4.2.3 NLAM (National Landscape Architecture Month):

- “Discover Careers in Landscape Architecture,” the theme for 2008. NYUASLA theme should be consistent with national.

- We should look for opportunities to attend or host events throughout the month of April to reach out to students and educators in grades K-12. Support materials are available for download from ASLA. Boy Scout LA Badge opportunity.
- NLAM calendar – re-use template created by Dave Cutter, incorporate other chapter initiatives, depict LA role in the community, show the faces of the profession, including students.
- Materials need to reach out families/average folks as well as allied professionals.

**4.2.4 Outreach:** Consider participating at local high school career fairs. Joy will send her power point presentation to Mike as a potential jumpstart.

**4.2.5 Allied Professions:**

- Who is eating our lunch? LA’s need to be at the table.
- Identify opportunities for local involvement and coalition building.
- Joy to possibly write an article sharing recent experiences and successes.

**4.2.6 Joy’s Input**

- Kelly Hayes-McAlonie, new Buffalo AIA president- interested in Allied Profession issues/activities/events.
- Kelly is interested in a joint AIA/ASLA/APA (if there’s interest) conference; as Buffalo as received the 2010 State AIA conference. There is also interest in a joint conference in Rochester for 2009.
- The HH Richardson Olmsted Complex (also known as the Buffalo Psychiatric Center). Kelly is seeking some “professional oversight” on this critical redevelopment in Buffalo.
- Kelly’s first program is “Women in Architecture”. This panel discussion will be held at Canisius College with a date to come. ASLA members will be invited.
- A second round of Architecture in Education is being planned for fall of 2008.

**Conclusion**

- Joint conference for 2010 is a good move, but need to have a full partnership with AIA.
- Takes this year to discuss with other AIA chapters about crossover projects and interests to gain an idea of what conference topics would be of joint interest. Mike’s local AIA and ASLA chapter are looking at a local historic building project.

**4.2.7 Media Alert/Press Release:**

- List of LA names to local media, spokesperson(s) on various LA related topics. Need to develop list of names/volunteers and area of expertise.
- Reference ASLA policies when addressing issues-lends credibility to statements.
- Look for opportunities to publicize LA events and success stories.

### **4.3 PROGRAMS VP**

**4.3.1 ESF-** Due to a revised schedule for Festival of Places there will be no continuing education workshop offered this year. We are still looking in to hosting a reception (possibly Friday evening) or setting up a small booth at Festival.

**4.3.2 Doug McCord:** could we still have a meeting? Greg: Campus access is not available for large part of day on Saturday. Panel presentation on Friday is more for students to show off work for parents and alumni. Not really a “general public” event. Mike: We have our ExComm meeting there on Friday; could we just host a reception? Greg: ESF is not even really sure about their own program and schedule. There is a panel presentation from 4- 6. Maybe we could have our meeting from 2-4, view the panels afterward and then host a cheese and cracker reception, display our boards, be “present”. Maybe good just to have a face in front of the students. Joy agrees. Rick: If we do this we have to be “classy”, show up

on time. Not act as “host” because we aren’t, but the next closest thing. Mike: If acceptable to them, we want to have reception during 4-6 panel presentation.

**4.3.3** Greg: Feels that someone needs to help make Rich Hawkes accountable for dropping the ball yet again. He is feeling very frustrated and intimidated by the attitude from the faculty and chair’s office. Mike: Maybe we can get him to come to the meeting and “hammer” on him then. Mike will give him a call directly; if he is busy during the Feb. we need a different point of contact.

**4.3.4** June Annual Conference- The conference this year will be held in Rochester on **June 5<sup>th</sup> and 6<sup>th</sup>**. The event is to include an Excomm meeting and reception on Weds. Continuing Ed including a keynote speaker on Thursday, and Friday morning. Continuing Ed classes with local tours in the afternoon.

Doug: Will chair the committee for the conference in Rochester. He needs to know what kind of budget we have to work with. Mike Haas has a good base budget and outline to follow from years past. Venue is important for both presenters and vendors.

**4.3.4.1** Bill: would like to pursue Carol Ash, Commissioner of NY State parks as a keynote speaker. He will make a contact and let us know next week what here hears.

Doug: Thinking downtown Rochester, Hyatt is best, Clarion, Crown Plaza (closest to High Falls). Hyatt and Clarion is across from the convention center. Doug needs to get started right away; he has a busy spring ahead of him. Greg can offer some assistance as well. Keep Nicole in the loop for continual chapter updates, as well as a “Save the Date Card”. Mike: the biggest thing you need to have come out of your initial meeting is a THEME.

**4.3.5** Design Awards Dinner- November 13th- The Design Awards Dinner to be somewhere in the Utica area. We are looking for someone to volunteer to be the Committee Chair.

Tentative schedule is to have an ExComm meeting in the early afternoon, and a Con Ed course late afternoon followed by the awards ceremony in the early evening.

**4.3.5.1** Who do we know there? Rick or Greg will look up what firms are in the area. Hotel Utica is downtown, nice venue, worth taking a look at. Need a chair person for the event, want to play up Awards, also any Fellows announcements.

#### **4.4 COMMUNICATIONS VP**

**4.4.1** Please see attachment for Nicole’s report.

**4.4.2** Newsletter: TRO: Can be editor or organizer of layout. Do not have writers that write for LA industry. Get a proposal from Rick for this work, we are in a real bind, lets get a proposal. Bill: Has never been involved in the newsletter, but is interested in helping in someway. He has done a bit of writing.

Mike: Marshall was good about getting a “feature” article by interviewing practitioners. We only have 2 issues; we should really focus on good writing. Maybe have a theme for each edition and work articles around the theme. NLAM addition, maybe movers and shakers? Later in the year, maybe focus on awards?

**4.4.3** Website: Nicole has been working with person to update regularly. This fee has gone up to \$2,500. She is working on web-site sponsorship rates, thinking about \$1,000 for 12 months. Can Rick reach out for sponsorship of web-site? YES, they will reach back to sponsors specifically for this opportunity. Mike: We need to have final contract from Mark Ovitt for web site update work ASAP so we can award this at February meeting. Also get an idea of his turn around time for him to have the site up and running. Have him look at Downstate’s web-site for type of look. Nicole: I am proposing to move job opportunity listings to web site only. Rick has a package that works well for this. He will share.

## 5.0. TRUSTEE'S REPORT

**5.1. Fellows Nomination:** Harry Shume was nominated by the chapter a long time ago. JoAnne Beck, formerly with EDR now works with Rochester. The deadline is February 14<sup>th</sup> or 15<sup>th</sup>. Who needs to be on the committee? *Academic (Don Furlow), Past President, Current President, Trustee*, and anyone else who wants to be on the committee. The committee will need to go through a lengthy process to look for past work history and interviews. The nominee would be involved in putting the package together and sent to national for approval. GOOD EDITORS will be needed. If a committee can be put together before the January meeting to review nominations. \*\*Put notice in E-news that we are looking for nominations.\*\*

## 6.0. ACTION ITEMS

- 6.1. Liaisons for ESF and Cornell need to be priority. Dave Cutter and Dave Kenyon to work on collecting names of possible people.
- 6.2. VPs need as tight as budget as possible.
- 6.3. Greg needs to do more research on February ESF meeting and reception before we commit to anything.
- 6.4. Each Ex Comm member needs to make a contact at a local school to begin NLAM initiative.
- 6.5. Joy to send her career fair presentation materials to Ex Comm committee.
- 6.6. Joy to get confirmed date for AIA 2010 conference.
- 6.7. Mike will pass on outline for the Rochester conference to Doug McCord.
- 6.8. Nicole or Joy to send roster list to Doug.
- 6.9. Doug will send out a draft copy of the committee invite.

**ADJOURNMENT/NEXT MEETING:** The business meeting was adjourned at 10:30 AM. The next conference committee meeting is tentatively scheduled for February 15<sup>th</sup> in Syracuse.

*Please Notify The Secretary In Writing Of Any Exceptions Taken To These Minutes Within Five (5) Working Days, After Which These Minutes Will Be Considered Final And Posted To The Chapter Website As The Official Record Of Our Business Meeting.*

Respectfully Submitted,

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Joy Marie Kuebler, Chapter Secretary

Enc.

*Distribution: ExComm/Guests/ESF+CU FLA Chairs/Chapter Website*