



ASLA

AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS
UPSTATE NEW YORK CHAPTER
 Executive Committee Meeting Minutes
Date: February 15, 2008
Place: ESF Syracuse

ExComm Member /Office	Present	Absent
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"/>
Non Voting Members		
Elizabeth Metz, ESF Student Liaison (NV)		<input type="checkbox"/>
Rick Rivers, TRO (NV) / Aria Camaione-Lind	<input type="checkbox"/>	
Student Committee		
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 2:45 PM.

2.0. PRESIDENT'S COMMENTS:

- 2.1.** Need to find new liaisons for Cornell and ESF. This needs to be done this month. Mike has reached out to Steve Lauzen and Rick Manning in Ithaca. Possibility of Laurene Gilbert. Dave will give information to Mike to get her signed up.
- 2.2.** The Syracuse area has been difficult to get recruits for ASLA activities and liaison activities.
 - 2.2.1.** Dave Kenyon to put together a liaison packet for clarification of position and responsibilities.
 - 2.2.2.** Possibility to solicit interest at the alumni/student forum coming up.
- 2.3.** Seeking a sponsor to pay for Awards dinner in the fall, with continuing education session before. Thinking of Utica as a central geographic area. Date to be decided.

- 2.4. Newsletter update and budget: Still owe a newsletter from last year to sponsors. This year there are a few interested parties in this year's package.
- 2.5. We threw in some extra money for "outreach" for NLAM to support expenses to regions for their efforts. There are funds in a money market account to help support outreach. We will still be at a "loss" this year, from a standard budget perspective of \$2,000-\$4,000. There is still time to get some sponsorship money and conference vendors.
- 2.6. TRO contract review: TRO 2008 rates have increased marginally, and the overall increase to ASLA based on 2007 budget would be about \$800. TRO has been "at the ready" for us, and has been an asset. Rick to work with Darryl to put budget "line items" together to match format.
- 2.7. Upcoming Rochester conference, will be starting to look at speakers soon. Can ESF look at adding possible speakers? Margaret Bryant and Jeff Blankenship are young faculty and not from NY; they may have a lot to contribute. Looks like a tie-in with Walter Hood is on track.

3.0. PRESIDENT'S REPORT

3.1. LABash

- 3.1.1. Guelph location this year. This past year ESF sent the students for the first time in 20 years. This year, 40 students are signed up. They will be renting a few vehicles. They have been doing fundraisers to help with the cost. Are doing a "sketch up" workshop, 3 hours, 2 sessions. Are opening it up to students and local professionals. February 28 and March 6. Looking to charge students \$25 each. Professionals to be charged \$50-75 per session.
- 3.1.2. Nearly \$10,000 in costs. Student registration is covered by each student. Looking for any assistance from ASLA.
- 3.1.3. Dave Kenyon has been putting together a stipend on a per student basis to cover ESF and Cornell students. Mike recommends \$50 per student. Funds to come from money market accounts so as to not draw from cash account. Perfect opportunity for "outreach" mission.

4.0. VICE PRESIDENTS REPORT:

4.1. TREASURER'S REPORT

4.2 EXTERNAL AFFAIRS VP

4.3 PROGRAMS VP

4.3.1. Rochester Conference:

4.3.1.1 Meeting last week in Rochester at Bergmann's office. Lots of brainstorming. Starting to gather presenters. There is a team working on a logo. Move date to following week to coordinate with Walter Hood event.

4.3.1.2 Update from Doug McCord: Looking for a joint sponsorship with Rochester Regional Design Center (they are hosting Walter Hood) to help with expenses.

4.3.1.3 Next meeting scheduled for March.

4.3.1.4. Hotel retainer: Clarion needs a \$500 retainer to keep the dates we need.

4.3.1.5. Looking to shoot for plenty of credits.

4.3.2. Festival of Places: Move to Saturday has been a big draw, and has been a means to “grow” in years to come. We should look at adding a continuing education opportunity next year.

4.4 COMMUNICATIONS VP

4.4.1. No changes to TRO work or budget. Looking for website sponsorship.

4.4.2. Spring conference save the date- larger list of LAs for mailing. We only have access to ASLA members. How do we get a larger list? Where to buy a list? Chamber organization? Vendors to donate list? Joy to check if we can get the Buffalo or NY AIA list?

4.4.3. Shoot for an end of February date for “save the date” cards out.

4.4.4. Newsletter editor: Bill Christopherson has volunteered to help, not take the full editor role. Marshall has been difficult to get a hold of.

4.4.5. Web page: Contracting with Oviatt Media for \$2,500. Discussion on why increase? New “modules” were added to meet chapter needs.

4.4.6. Express: goes out next week. Be sure to note the Sketch-up presentation at ESF.

5.0. TRUSTEE’S REPORT

5.1. Discussion on practitioners and student collaboration to go after Chapter Initiative Program grants. Dave Cutter: need to address “how are we going to sustain this in the future?” Dick sees this as a one time grant application, and we will have to develop a strategy to keep it going.

5.2. Membership and finance have agreed to increase dues. Two tier approach. First year \$10, second year \$13, for a total of \$23. That will be presented to board of trustees for action at May meeting.

5.3. In district Lobby Day. Not sure if the chapter will be participating, but individuals can be encouraged to send a letter, e-mail, or calls to encourage the promotion of HALS.

5.4. We are on Facebook and YouTube!

5.5. Leadership training: Should look into sending newer members to leadership conference. Too late for this year (February 28-29). The next is Seattle, but no date. We can send up to two each year with ASLA picking up some costs.

5.6. Trustee nominations: too late to put together for this year, looking to put together a committee for next year’s application. Same nominees as this year, just need a committee to put together applications. Looking to find past application to use as reference.

5.7. ASLA Honors are due. Variety of award categories. Carpenter Award submission? George Curry. George Earle as honorary member nominee.

6.0. ACTION ITEMS

6.1. Nicole makes motion to sign contract for \$2,500. Dave Cutter seconds, and approved.

6.2. Greg makes motion to provide \$500 retainer, Dick Powell seconds. Approved.

- 6.3. Dick Powell motion to provide stipend of \$50 for each student from both Cornell and ESF to attend LABash. Each group needs to put together an “article” with photos to be included in the April Newsletter. Article due March 1st. Greg seconds, approved.

ADJOURNMENT/NEXT MEETING: The business meeting was adjourned at 4:25 PM. The next conference committee meeting is tentatively scheduled for **TO BE DETERMINED**.

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,

Joy Marie Kuebler, Chapter Secretary

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