



**American Society of Landscape Architects
Minnesota Chapter
Executive Committee Meeting
Thursday, December 2nd, 2010**

Board Members and others Present:

Bruce Lemke - President
Kathy Aro – Executive Director
Ted Lee – Treasurer
Chris Behringer – Secretary
Craig Wilson – President-Elect
Erica Christenson – Director of Communications
Roger Martin – Fellow Representative
Dana Schumacher – Co-Director of Awards & Banquet
Anna Claussen – Director of Education and Professional Development
Richard Murphy – Past President
Mike McGarvey – Trustee
Laura Detzler – Director of Programs
Prescott Morrill – Student Chapter President

Absent:

Cindy Zerger – Co-Director of Awards & Banquet
Carrie Christensen – Director of Public Relations
Mindy Appold – Duluth Committee Chair
Adam Arvidson - SCAPE magazine editor

- I. Call to order
- II. Action Items
- III. Approval of November meeting minutes: Richard Murphy made motion to approve minutes, Craig Wilson seconded, all yeas.
- IV. HGA won the MN Military Family Tribute Competition
- V. Reports
 - A. Secretary (Chris Behringer)
 - i. Monthly ASLA-MN roster
 - i. Kathy Aro to send welcome packets to new members
 - ii. No lapsed members
 - B. Education (Anna Claussen)
 - i. LARE Review – December and June kick-off meeting and questions. LARE info out to the web page and send an e-blast for December.
 - ii. Allied Organizations Meeting – Which organizations to reach out to and focus on for the year...see which organizations wants to be involved or if they want the American Society of Landscape Architects Minnesota Chapter to be involved
 - iii. Call for a liaison for other professional organizations

- iv. Education Session – The Minnekada Club has space if we want to hold the education session on the same day as the banquet.
- v. The first brown bag – The Hustle – Making it Work was successful
- C. Treasurer (Ted Lee)
 - i. Current balance is about \$44,500.00
 - ii. \$6,000 for SCAPE and \$5,000 for 2010 Awards
 - iii. First meeting of audit committee, Bryan Carlson & Don DeVeau looking at checks
 - iv. Recommendations on where their work should go – downstairs in a locking file cabinet
- D. Public Relations (Carrie Christenson absent...Craig Wilson & Erica Christenson gave report)
 - i. Theodore Wirth Legacy – markets and goals discussed at public relations meeting
 - i. 2011 Plan - schedule for year on events
 - ii. The Theodore Wirth board at the time of this meeting were at Walker Art Center
 - iii. National has asked for a PR Advocate – Cindy Zerger nominated as point person
- E. Programs (Laura Detzler)
 - i. February sledding event at Theodore Wirth House
 - ii. National LA Month – marketing has been under programs, need to start working on this.
- F. Communications (Erica Christenson)
 - i. Newsletter - working on deadlines and schedule
 - ii. Talking about consolidating PR & Communications. Efforts are a lot of work. May taper when focus and programming are finalized.
 - iii. Bruce to call Adam about SCAPE – It is scheduled for circulation in January.
 - iv. Follow-up on Peavy Plaza presentation
- G. Awards & Banquet (Dana Schumacher)
 - i. ASLA MN Chapter will not be jurying the awards for the Great Plains Chapter, we will offer our services to Idaho Chapter.
 - ii. Cindy and Dana to create a separate award form for Theodore Wirth Award
- H. Trustee (Mike McGarvey)
 - i. National membership is stable 16,000 +/-
 - ii. Leadership Express is out
 - iii. Shane Coehn is a jury member for the National ASLA Student Awards
 - iv. Trustees are looking into dues increase for Fellows
 - v. Membership Survey - if we want to voice our opinions on full membership criteria please participate. Recommendations later this spring to Chapters.
- I. Executive Director (Kathy Aro)
 - i. Kathy Aro – we are sponsoring and handing out SCAPE at “Soil & H2O Program.”
 - ii. Green Expo is first week in January.

- J. Fellows (Roger Martin)
 - i. Screening of potential fellows candidates is underway
 - ii. Fellows to make recommendations for Theodore Wirth Award, looking at organizations as well.
- K. Past President (Richard Murphy)
 - i. Passed out Roundtable Report – Leaders in Landscape Architecture Assess the Profession. LA’s need to be more proactive – owning sustainability, partnering/teaming, increasing expertise in the hard science and advocating for the profession.
- L. Student Chapter (Prescott Morrill)
 - i. First year students are engaged in student chapter...Brown Bag and Peavy Plaza Presentation well attended
 - ii. LaBash – Registration covered by grant and money raised at Gina’s barbecue last year.
 - iii. Portfolio Review - **2nd**, 3rd, or 4th of February
- M. President (Bruce Lemke)
 - i. Poinsettias’ for everyone
- N. Duluth Committee Report (Mindy Appold absent – no report, new committee chair coming on board)
- VI. Next meeting, Thursday, January 6th, 2011 at 4 -6 pm at AIA, International Market Square, Minneapolis
- VII. Adjourn at 6:00 pm - Craig Wilson made motion to adjourn, Richard Murphy seconded.