



**American Society of Landscape Architects  
Minnesota Chapter  
Executive Committee Meeting  
Wednesday, February 2, 2011**

**Board Members and others Present:**

Bruce Lemke - President  
Richard Murphy – Past President  
Ted Lee – Treasurer  
Mike McGarvey – Trustee  
Carrie Christensen – Director of Public Relations  
Erica Christenson – Director of Communications  
Dana Schumacher – Co-Director of Awards & Banquet  
Anna Claussen – Director of Education and Professional Development  
Kathy Aro – Executive Director

**Absent:**

Craig Wilson – President-Elect  
Chris Behringer – Secretary  
Roger Martin – Fellow Representative  
Laura Detzler – Director of Programs  
Cindy Zerger – Co-Director of Awards & Banquet  
Adam Arvidson - SCAPE magazine editor  
Prescott Morrill – Student Chapter President  
Heidi Bringman – Duluth Chapter President

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- I. Call to order
  - II. Action Items
  - III. Approval of January meeting minutes: Richard Murphy made motion to approve minutes, Mike McGarvey seconded, all yeas.
  - IV. Reports
    - A. Secretary (Chris Behringer)
      - i. Chris Behringer was unable to attend the meeting. Kathy Aro took minutes in her place. Bruce Lemke distributed copies of the January 2011 meeting minutes in Chris' absence.
        - i. 261 members; 2 lapsed members; 0 new members
    - B. Awards & Banquet (Dana Schumacher)
      - i. Anna Claussen made a motion to have the Awards and Banquet Committee contract the Blue Grass Band to play at the celebration and gala for \$300. Richard Murphy seconded the motion and the motion carried.
      - ii. Dana will check with Cindy to see if Jon Mueller has been contacted to confirm the details of his participation as the keynote speaker.
      - iii. Cindy and Dana to create a separate award form for Theodore Wirth Award

- C. Communications (Erica Christenson)
  - i. An interim e-blast was issued earlier today with helpful information for members.
  - ii. The last newsletter had more content than it normally has because people forwarded items to Erica for inclusion. Erica sent an e-mail to members of the Executive Committee reminding them about the next issue and encouraged them to continue submitting items of interest. Developing categories that the members of the Executive Committee could use as a guide in submitting items was suggested.
  - iii. Erica may consider developing a “members in the news” section.
- D. Education (Anna Claussen)
  - i. Education Session – Anna is making final arrangements for the education session. One of the speakers she is hoping to secure has been out of the country and she has not been able to speak with him yet. She and Cindy Zerger will contact Jenna Fletcher from the tourism agency. It was determined that the location will be the Minikahda Club.
  - ii. Two Brown Bag programs have been scheduled: February 14 featuring Bruce Lemke and March 23 featuring Craig Wilson. Anna will forward information to Erica for posting on the website.
- E. Programs (Laura Detzler)
  - i. Laura was not in attendance at today’s meeting, but it was remarked on her behalf that the sledding event is scheduled for February 17 at the Theodore Wirth House.
- F. Public Relations (Carrie Christenson)
  - i. Theodore Wirth Legacy – the boards are currently in the lobby of the Minneapolis Park Board building. They will be moved to the Theodore Wirth House for the sledding event and then to the University of Minnesota for the Founders event. Future locations discussed include the Landmark Center, Science Museum, and Excel Energy Center.
  - ii. Committee - Diane Norman joined the PR Committee. She has energy and expertise. Laura Baker is also on the committee.
  - iii. Founders Event – The Founders event takes place on March 3. Carrie distributed samples of the postcards that mailed to promote it. Carrie would like to give away copies of Valued Places.
  - iv. Affiliated Organizations - ASLA-MN has been invited to purchase a membership to Blue Thumb and a sponsorship to USGBC. It was suggested that these types of arrangements might be more appropriately decided by the Executive Committee rather than the PR Committee. Bruce Lemke indicated that if money is involved, it is appropriate that the Executive Committee discuss them. It was also suggested that these types of arrangements might be more effectively handled if they were considered in the context of an overall PR plan rather than being dealt with sporadically and that ASLA-MN might consider identifying a small number of affiliated organizations to work with at this time since it is not possible to work with all of them. One way to deal with organizations seeking for financial resources is to propose trade outs instead. Many of the

same organizations seeking ASLA-MN support are actively involved with ASLA at the national level. Mike McGarvey will contact ASLA to see if chapters can leverage those relationships at the state level.

- G. Treasurer (Ted Lee)
  - i. Current balance is about \$51,654.05
  - ii. Accounts Receivable is \$1400 which has to do with the remaining \_SCAPE being published. Many advertisers won't pay until the publication has printed.
  - iii. Ted met with Bruce to discuss strategies for securing corporate sponsors – especially from Fortune 500 companies. The goal is to get one per year.
- H. Trustee (Mike McGarvey)
  - i. Mike shared that ASLA will release information about the results of its recent membership survey later this month. He was able to share that 70% of new members are licensed.
- I. Executive Director (Kathy Aro)
  - i. Kathy reported that AIA has asked ASLA-MN if it would like to renew its storage and meeting space arrangement. Per a discussion with the President and Past President, Kathy has and will continue to approach a few organizations to see if alternatives options are available. Assuming none work out, the Executive Committee agreed to stay at AIA but ask that it make accommodations for a sign outside of its office.
  - ii. In anticipation of the upcoming \_SCAPE mailing, Kathy asked the group for direction about the list of architects currently being mailed to. It is an old list, and she is not clear on what parameters were used in the record selection process. Mike McGarvey and Ted Lee agreed to review the list and make suggestions. An online version might work well for certain constituents and those who don't want a hard copy. It was suggested to include a flyer in the current mailing seeking peoples' preferences.
- J. Fellows (Roger Martin)
  - i. No report.
- K. Past President (Richard Murphy)
  - i. Richard Murphy will lead the search for Adam's replacement. He issued an invitation to the members of the PR group to see if they would be interested in participating. Ideas about the content of the job description are due March 3. The selection team will meet on March 9 at Richard's office to begin the process.
- L. Student Chapter (Prescott Morrill)
  - i. No report.
- M. President Elect (Craig Wilson)
  - i. No report.
- N. President (Bruce Lemke)
  - i. The next meeting of the ASLA-MN Board of Directors will take place on March 10 rather than March 3.
- O. Duluth Committee Report (Heidi Bringman)
  - i. No report.

- V. Next meeting, Thursday, March 10, 2011 at 4 -6 pm at AIA, International Market Square, Minneapolis
- VI. Adjourn at 5:00 pm – A motion was properly made and seconded to adjourn the meeting.