



**American Society of Landscape Architects  
Minnesota Chapter  
Executive Committee Meeting  
Thursday, May 5th, 2011**

**Board Members and others Present:**

Bruce Lemke – President  
Richard Murphy – Past President  
Craig Wilson – President-Elect  
Chris Behringer – Secretary  
Mike McGarvey – Trustee  
Carrie Christensen – Director of Public Relations  
Erica Christenson – Director of Communications  
Anna Claussen – Director of Education and Professional Development  
Cindy Zerger – Co-Director of Awards & Banquet  
Roger Martin – Fellow Representative  
Kathy Aro – Executive Director

**Absent:**

Ted Lee – Treasurer  
Laura Detzler – Director of Programs  
Dana Schumacher – 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 March meeting minutes: Carrie Christensen made motion to approve minutes, Anna Claussen seconded, all yeas with two modifications.
  - IV. Presentation by Majorie Pitz, one of our Representatives on the Board of Licensure, on the definition of “welfare” and what it actually means to our profession and how do we encompass “welfare” in design. This presentation will be presented to the Board of Licensure in August and we should have some representatives from ASLA-MN present.
  - V. Reports
    - A. Education and Professional Development (Anna Claussen)
      - i. Education Session – The Next Generation of Parks – For Whom and How? was a very successful educational session. We took in \$2500.00. The unofficial theme for next year – The River & Public Health.
    - B. Awards & Banquet (Cindy Zerger)
      - i. Great turn-out at Awards Gala – unofficial count 190 people.
      - ii. A wonderful mix of VIP’s and Allied Trades.

- iii. It would be nice to document process for the next Co-Directors.
- C. Public Relations (Carrie Christensen)
  - i. Press releases out soon on ASLA-MN Awards
  - ii. Theodore Wirth boards travel next to Landmark Center
  - iii. ASLA-MN Legacy – Early Practitioners interviews scheduled are Milt Krona, Kent Worley and Bernie Edmonds. Interviews concluded are Chuck Wood and Keith Wehrman.
- D. Secretary (Chris Behringer)
  - i. Minnesota Women in Landscape Architecture is a new venture to provide a professional networking and mentoring forum for Minnesota women within the profession. This group plans on meeting 3 times a year in a planned event with each event having a focus and guest lecturer. We are asking for ASLA-MN support and start-up money of \$250. Craig Wilson made motion to approve allocating \$250 for Minnesota Women in Landscape Architecture, Erica Christenson seconded, all yeas.
- E. Communications (Erica Christenson)
  - i. Looking at the future of Communications.
  - ii. Add draws to Newsletter.
- F. President (Bruce Lemke)
  - i. Strategic Plan, add notes and send to Bruce
  - ii. Solidify job descriptions and send out to Executive Committee.
- G. Executive Director (Kathy Aro)
  - i. Current database is holding 800 records
  - ii. Golf is looking at a different venue based on costs of Minikahda Club.
  - iii. USGBC asking for ASLA-MN support - \$250 for a Green Roof event and in August a cross-industry net-working Twins event.
  - iv. The Preservation Alliance of MN is also requesting ASLA-MN support for 2011 in the amount of \$250. We have consistently donated in past years.
  - v. Executive committee would like more information on both requests – what do we get out of our donations to these organizations?
- H. President-Elect (Craig Wilson)
  - i. Strategic Communications Committee evaluated current ASLA-MN communications.
  - ii. Put forth in a memo the recommendations of committee with action items.
  - iii. Some of the highlights Less is more - up quality vs. quantity, directors should implement, strategy should be organizational.
  - iv. Mike McGarvey made motion to support the concepts of the Strategic Communications Committee, Chris Behringer seconded, all yeas.
  - v. Thank You's to Diane, Cindy and Todd.
- I. Treasurer (Ted Lee)
  - i. No report.
- J. Trustee (Mike McGarvey)
  - i. Last call for comments on Licensure/Membership designation.
  - ii. Mike believes it will stay same, maintain status quo.
- K. Fellows (Roger Martin)
  - i. Looking forward to new Fellows, submitted strong candidates.

- L. Past President(Richard Murphy)
  - i. No report.
- VI. Next meeting, Thursday, June 2nd, 2011 at 4 -6 pm at AIA, International Market Square, Minneapolis
- VII. Adjourn at 6:00 pm – A motion to adjourn was made by Richard Murphy and seconded by Craig Wilson, all yeas.