



**American Society of Landscape Architects  
Minnesota Chapter  
Executive Committee Meeting  
Thursday, July 7, 2011**

**Executive Committee Members and Others Present:**

Bruce Lemke – President  
Craig Wilson – President-Elect  
Roger Martin – Fellow Representative  
Ted Lee – Treasurer  
Cindy Zerger – Co-Director of Awards & Banquet  
Mike McGarvey – Trustee  
Kathy Aro – Executive Director

**Absent:**

Laura Detzler – Director of Programs  
Carrie Christensen – Director of Public Relations  
Adam Arvidson - SCAPE magazine editor  
Prescott Morrill – Student Chapter President  
Richard Murphy – Past President  
Chris Behringer – Secretary  
Erica Christenson – Director of Communications  
Anna Claussen – Director of Education and Professional Development  
Heidi Bringman – ASLA - Duluth

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- I. Call to order
  - II. Action Items
    - i. Approval of June meeting minutes: Roger Martin motioned to approve the minutes of the June 2011 Executive Committee meeting. Mike McGarvey seconded the motion, and the motion passed.
  - III. Reports
    - A. Public Relations (Bruce Lemke reporting for Carrie Christensen)
      - i. Midwest Home may be interested in featuring the ASLA-MN Awards in an upcoming issue
    - B. Director of Programs (Laura Detzler absent)
      - i. No report
    - C. Trustee
      - i. Mike McGarvey prepared a first draft of an updated ASLA-MN Strategic Plan. Once edits are made, the document will be routed to members of the Executive Committee for feedback.
    - D. Communications (Bruce Lemke reporting for Erica Christenson)

- i. Communications is in need of content for the website; members of the Executive Committee and all other interested parties are encouraged to forward information to Erica
- E. Secretary (Bruce Lemke reporting for Chris Behringer)
  - i. Bruce presented the slate of candidates for the 2011 elections. Kathy provided printouts of Richard Murphy's spreadsheet. Kathy shared that Chris is in the process of making preparations for the elections. Bruce noted that winners assume office at the same time as the ASLA annual convention.
- F. Education and Professional Development (Anna Claussen absent)
  - i. No report
- G. Treasurer (Kathy Aro reporting for Ted Lee)
  - i. Our current balance is \$ 40,869.16.
- H. Awards & Banquet (Cindy Zerger)
  - i. Kathy will secure availability and pricing for the Science Museum and Town and Country Club for the 2012 Awards Celebration and Gala. Minimally, the group should get penciled in at a few venues at this time since they book quickly for the month of April. When the new directors assume office, the final selection can be made.
  - ii. It was decided that the candidate receiving the lowest number of votes for the Awards & Banquet Director position in the upcoming election will fill the spot created by Dana Schumacher's resignation last month. This position will last for one year since Dana had already served the first of a two-year term prior to her resignation. The other Director (i.e. Cindy Zerger's replacement) will serve the full two-year term.
- I. Executive Director (Kathy Aro)
  - i. ASLA-MN secured a file cabinet for its accounting papers. It is located in the ASLA-MN storage unit.
- J. Fellows (Roger Martin)
  - i. Roger shared that Damon Farber hosted an event comprised of both ASLA-MN and AIA-MN Fellows. It was a successful event which participants enjoyed a great deal. AIA-MN Fellows may consider hosting a comparable event in the future.
- K. President-Elect (Craig Wilson)
  - i. Craig reported that in recognition of ASLA's August 17 promotion ASLA-MN may consider either a) assisting in a redesign of the Theodore Wirth House landscape or b) creating a manufactured floating island for display in the Mississippi River. If the latter option is selected, which is likely to be more press-worthy, Craig will be in need of a company to provide plants. Ted Lee may have contacts.
  - ii. Craig and Cindy met with Tom Fisher who was extremely supportive of working with ASLA-MN on upcoming educational events related to next year's PR theme.
  - iii. Craig held the first meeting of the PR Strategic Planning Committee last month. It was a good meeting. Michael Cowden from ASLA participated

- via conference call. He is impressed by Minnesota's efforts and is looking at the chapter's PR efforts as somewhat of a model.
- iv. Craig was unable to attend the meeting at which the ASLA-MN strategic plan and reorganization were reviewed. He will review what has been developed thus far and provide input accordingly. In addition, he will work with Cindy to determine how the efforts of the PR Strategic Planning Committee can be incorporated into other areas of the organization in a structural way.
  - v. Kathy will assist Craig in scheduling subsequent meetings of the PR Strategic Planning Committee. The core group consists of the PR, Communication, and Education Director positions, but all interested parties are welcome to attend.
- L. President (Bruce Lemke)
- i. Bruce handed out the first-draft of a ASLA-MN organization chart. He will share the document with members of the Executive Committee via e-mail to secure feedback.
  - ii. Mike McGarvey prepared a first draft of an updated ASLA-MN Strategic Plan. Once edits are made, Bruce will route the document to members of the Executive Committee for feedback.
  - iii. Bruce would like to hold a meeting of the membership in either September or October at which time, the reorganization and Strategic Plan can be adopted.
  - iv. The CPC will be hosting a segment at its upcoming meeting during which CPC members may ask questions of chapter executive directors. Since Bruce will be leaving office this year, he suggested that Kathy attend in his place so that she can connect with staff members of the national office and participate in the executive directors discussion. A motion was properly made by Roger and seconded by Ted to approve Bruce's recommendation that Kathy attend this year's national meeting; the motion passed.
- M. Past President (Richard Murphy)
- i. No report.
- N. Others
- i. Steve Goltry was in attendance and complimented Craig's and Cindy's efforts related to the PR Strategic Planning Committee
- IV. Next meeting, Thursday, August 4, 2011 at 4 - 6 pm at AIA, International Market Square, Minneapolis
- V. Adjourn at 5:30 pm – A motion to adjourn was made by Cindy Zerger and seconded by Ted Lee, all yeas.