AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS
MINNESOTA

American Society of Landscape Architects
Minnesota Chapter
Executive Committee Meeting
Thursday, September 1, 2011

Executive Committee Members and Others Present:
Bruce Lemke – President
Craig Wilson – President-Elect
Richard Murphy – Past President
Chris Behringer – Secretary
Carrie Christensen – Director of Public Relations
Anna Claussen – Director of Education and Professional Development
Kathy Aro – Executive Director
Roger Martin – Fellow Representative

Absent:
Ted Lee – Treasurer
Mike McGarvey – Trustee
Erica Christenson – Director of Communications
Laura Detzler –Director of Programs
Cindy Zerger – Co-Director of Awards & Banquet
Adam Arvidson - SCAPE magazine editor
Prescott Morrill – Student Chapter President
Heidi Bringman – ASLA - Duluth

I. Call to order
II. Action Items
   i. Approval of August meeting minutes: Carrie Christensen motioned to approve the minutes of the August 2011 Executive Committee meeting. Richard Murphy seconded the motion, and the motion passed.
III. Reports
   A. Director of Public Relations (Carrie Christensen)
      i. Midwest Homes & Awards, met with Chris Lee and will feature the awards and special articles from time to time.
      ii. Carrie will send out login information for Twitter.
      iii. Wirth Boards, Next Generation of Parks, still traveling? If not, will retire boards.
      iv. ASLA-MN Legacy Project and possible video project with the Fellows. Carrie is reaching out to TCLF for fundraising. Richard is going to help make an intro for Carrie to Charles Birnbaum.
   B. Director of Programs (Bruce Lemke reporting for Laura Detzler)
      i. Golf outing went well, Terry Minarik does a great job of organizing.
      ii. ASLA-MN is not doing the fall picnic.

iii. Gina to organize student fundraiser at her house with students as she did last year.

C. Trustee (Mike McGarvey absent)
   i. No report
D. Communications (Bruce Lamke reporting for Erica Christenson)
   i. ASLA-MN's new blog http://aslaminn.wordpress.com/ served as a great marketing tool for 8.17.11 event.
   ii. Need to meet with PR Committee to determine future of all social media and how it relates to website.
   iii. Photos have been posted to blog, but can centralize and do slideshow on Flickr.
   iv. Photos of any ASLA-MN event need to be taken and forwarded to Communications.
E. Secretary (Chris Behringer)
   i. Voting is under way and is open until 5:00 p.m. Monday September 8th, 2011.
F. Student Chapter (Prescott Morrill absent)
   i. No report
G. Education and Professional Development (Anna Claussen)
   i. Anna will be the point person for the mentor program.
   ii. The strategic committee needs to decide on final direction/theme for 2011/12 and Anna will be able to follow up with educational programming.
H. Treasurer (Ted Lee absent)
   i. No Report
I. President (Bruce Lemke)
   i. Craig & Bruce will invite new Executive Committee members to the October 6th meeting of the Executive Committee. The meeting is open to the general public and we are encouraging members to attend.
   ii. October 6th Executive Committee meeting to be a potluck, please bring appetizer or dessert.
   iii. Richard Murphy to prepare amendment based on the format National uses.
   iv. The latest red-lined strategic plan is the Executive Committee's homework and members should be prepared to comment at our meeting on October 6th.
   v. Summer expo at the Arboretum should be announced in e-blast.
J. Awards & Banquet (Cindy Zerger absent)
   i. No report.
K. Executive Director (Kathy Aro)
   i. A motion to not raise local chapter dues was made by Richard Murphy and seconded by Bruce Lemke, motion passed.
L. Fellows (Roger Martin)
   i. No report.
M. President-Elect (Craig Wilson)
   i. The launch of Spring Lake's Floating Islands for National Landscape Architecture Advocacy Day, Wednesday, August 17, 2011 was an

incredible success. The preparation and partners for this project made it all come together and the media coverage is ongoing.

ii. ASLA-MN is partnering with the Minneapolis Parks Foundation, Walker Art Center, and the College of Design University of Minnesota for the presentation Next Generation of Parks – Projects of the RiverFirst Design Team TLS/KVA held on Monday September 19th at the University of Minnesota College of Design. Reception to follow.

iii. A motion to contribute the needed dollars for the food for the reception was made by Richard Murphy and seconded by Carrie Christensen, motion passed.

N. Past President (Richard Murphy)

i. No report.

IV. Next meeting, Thursday, October 6, 2011 at 4 - 6 pm at AIA, International Market Square, Minneapolis

V. Adjourn at 5:30 pm – A motion to adjourn was made by Richard Murphy and seconded by Anna Claussen, motion passed.