



**American Society of Landscape Architects
Minnesota Chapter
Executive Committee Meeting
Thursday, October 6th, 2011**

Executive Committee Members and Others Present:

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

Absent:

Richard Murphy – Past President
Laura Detzler – Director of Programs
Adam Arvidson - SCAPE magazine editor
Prescott Morrill – Student Chapter President
Heidi Bringman – ASLA – Duluth

Guest:

Peter Olin, Bryan Carlson, Ellen Stewart, Kathryn Ryan, Lil Leatham, Gabrielle Grinde, Jennifer Krava, Ally Czechowicz

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- I. Call to order
 - II. Action Items
 - A. Approval of August meeting minutes: Roger Martin motioned to approve the minutes of the September 2011 Executive Committee meeting. Erica Christenson seconded the motion, and the motion passed.
 - B. Strategic Plan Discussion:
 - i. Advocacy vs. Public Relations, they are separate issues and should be dealt with as such on the Executive Committee. Advocacy is seen as political and Public Relations is member driven.
 - ii. Strategic Communications Committee feels their plan should be updated every year. Comments will be forthcoming; committee has gone over the Strategic Plan as well and will forward comments to Kathy.
 - iii. The Strategic Plan should be updated by officers.

- iv. Bryan Carlson, pending President-Elect stated that the Strategic Plan is a long term plan, updated every 5 years.
- v. The Strategic Communications Committee's name is somewhat confusing; a new name is to be determined.
- vi. Bruce Lemke feels the plan at present is too complex, we need it to be more general. Each year goals of the plan will be determined and placed on a timeline with more detail.
- vii. The Executive Committee Retreat is Thursday, November 10th from 4:00 pm to 7:00 pm. Kathy Aro to organize with Craig Wilson and distribute information.

III. Reports

- A. Guest Meg Arnosti – ASLA-MN Representative - Peavy Plaza Update:
 - i. Oslund, M. Paul Friedberg and Charles Birnbaum selected Team. Oslunds team, minus Friedberg and Birnbaum at this time, report to a number of committees and folks within the City. They have come up with 4 design schemes.
 - ii. No. 1 – 7 million, Complete demo/restoration of original, to meet ADA. No. 2 – 6.5 million, Hybrid – pool w/jets and grove of trees. No. 3 – 5.3 million, Green - brought up to grade – lawn, steps, plaza. No. 4 – 4.6 million, Commons – Water Feature, Stage, Water Performance Area, Water Wall and allee of trees. By Oct. 12th, Refine two concepts...No. 1 & 4.
 - iii. Letter from Friends sent to City.
 - iv. Website and eblast for membership – October 25th meeting.
- B. Director of Public Relations (Carrie Christensen)
 - i. Carrie talked with Aubrey Eisenhart of Rebuilding IT Right, restoring community and architectural richness to the northside; we need to let membership know of their needs. Looking for grading and landscape plans.
 - ii. On the Legacy Project Carrie interviewed Keith Wehrman.
- C. Director of Programs (Bruce Lemke reporting for Laura Detzler)
 - i. Laura Detzler sent Bruce Lemke email with her resignation. The position, Director of Programs will not be filled at this time.
- D. Trustee (Mike McGarvey)
 - i. ASLA ramping up for national meeting.
 - ii. Transportation Enhancement act is up for cancellation – members need to send letters to Representatives and Senators.
 - iii. Mike will work with Ellen Stewart on transition.
- E. Communications (Erica Christenson)
 - i. Support Strategic Communication Committee.
- F. Secretary (Chris Behringer)
 - i. This is our annual meeting for our membership.
 - ii. MN-WiLA second event at RSP Architects, October 27th, 2011. The subject is Life Lessons – Work/Life Balance. Open to ASLA-MN membership.
 - iii. Elections are successfully complete. New Executive Committee members to start November 10, 2011.
 - iv. MASLA items to be available for give-away.

- G. Student Chapter (Jennifer Krava)
 - i. Mentors badly needed, not enough mentors to match-up with students.
- H. Education and Professional Development (Anna Claussen)
 - i. Mentor program is in need of MORE Mentors.
 - ii. Health Care Garden Design Conference in Chicago at the Botanic Gardens, May 9-16, 2012.
- I. Treasurer (Ted Lee)
 - i. October 31st end of the year, treasury has \$41,403.47.
 - ii. Profit - \$6,000.00
 - iii. Whistleblower & Ethics Policy – 990 Policies in place.
- J. President (Bruce Lemke)
 - i. No Report.
- K. Awards & Banquet (Cindy Zerger)
 - i. Cindy Zerger and Bryan Carlson attended AIA Urban Design Committee meeting. A social meeting, concentrating on Rebuilding IT Right.
 - ii. Gabrielle Grinde and Lil Leatham, pending Co-Director of Awards and Banquet, recommend the Science Museum for the 2012 Awards Banquet. The Educational Session costs are not currently included within the Science Museum costs. The Banquet will be either April 13th or 20th of 2012.
- L. Executive Director (Kathy Aro)
 - i. Planning calendar handed out, will update monthly.
 - ii. Take a look at Vendor Sponsorship sheet Kathy handed out and any feedback you may have please forward to Kathy.
 - iii. Directory issue of SCAPE to be out shortly.
- M. Fellows (Roger Martin)
 - i. At the Fellows meeting Bryan Carlson stepped down as Chair and this will be Roger's last meeting as Fellow Representative, he will be missed. New representative to be appointed.
 - ii. Looking at Brown-Bag possibilities at College of Design.
- N. President-Elect (Craig Wilson)
 - i. The themes presently in place are:
 - Waterways 21st Century Technology & Solutions – 2011
 - Landscape Architecture & Public Health - 2012
- O. Past President (Richard Murphy absent)
 - i. No report.
- IV. Next meeting, Retreat - Thursday, November 10th, 2011, 4:00pm – 7:00 pm at AIA, International Market Square, Minneapolis, MN.
- V. Adjourn at 6:30 pm – A motion to adjourn was made by Ted Lee and seconded by Anna Claussen, motion passed.