



EXECUTIVE COMMITTEE MEETING
OR ASLA Retreat

Saturday, October 21, 2006
MIG
812 SW 2nd Ave, Suite 200

Agenda

- I. Day Begins/Breakfast treats9:00am
- II. Minneapolis Debrief-CPC.....9:00-9:30am
 - ASLA Advocacy Network-should add link to web, stock blurb for newswire from national
- III. Budget Review9:30-10:00am
 - where do we want to allocate funds?
Taxes need to be done by a certain date every year and we need to get the info to our accountant by a certain time. We have asked as part of our service for them to tell us when we need to get the info to them.

Chapter Activity Plan should include dates for tax submittal and corporate renewal dates.

HR to develop document with all the Treasurer key issues so that it can go in the handbook and we can add it to our overall calendar.

DW: Motion for approval of the budget

TJ: Second

All: Motion Carried

- IV. Sponsorships.....10:00-10:20am
 - Policies
 - approach: website products slide show?
 - Need to clarify our policy and approach. Right now we go back to the same people all the time. We would like to make sure we can find sponsors and continue to grow our base.

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- At our mid year meeting we learned the following from our accountant at National:
 - i. Advertising and sponsorships are different.
 - ii. If we give our sponsors anything back then we are exchanging services and it is NOT a sponsorship and it becomes an advertisement.
 - iii. Booths and logos are okay to give to a sponsor.
 - iv. There are different tax regulations for advertisements and sponsorships. Both parties must be clear about what is sponsorship and what is advertisement.

It would be good to have a Sponsorship Committee to develop our policies and procedures as they relate to sponsorship and advertisement.

ORASLA should develop legal templates for the following:

- sponsorship
- advertisement
- vendor

We should contact National to see if they have any templates we can start with. We may need to get a lawyer to review all our contracts or at least our templates. Templates maybe state specific.

Revenue Ideas:

Slide show on website for different products with a beautiful image and the name of the vendor. Vendor makes advertisement within our perimeters and we upkeep it on the site.

Product guide / Vendor Directory – Have a page for links to different vendors. Put the first list green products. Need to have the green certification.

Need to know what is going on Nationally for sponsorships and advertisement so we are not overlapping.

Look at firm sponsorship.

Firm Directory on our Website: NJ makes money on this. Free for members. Need to find a way to determine what is considered a member company: At least one principle/ discipline head is a member. Need to do some research and develop a policy for posting firms i.e.: categories, membership, legal green building, etc...

Open Desk Night- design and technique exchange.

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Action Items:

- DW** Contact National to find contract templates for sponsorship, advertisement and vendors.
- XX** Develop our own templates
- AK** Find models for firm directory list
- AS** Develop Firm Directory List Policy-
- XX** Get Firm Directory up on the Internet

V. **BREAK**.....10:20-10:30am

VI. Chapter Handbook.....10:30-11:00am

- We would like to continue to update the chapter handbook to include more information about local policy and procedures. The following information needs to be developed. Each ex-com member is assigned a few items to complete.

ALL	List of tasks and responsibilities for specific office and a calendar of important dates associated with your position.
TJ/BF	Template/Checklist how to summarize and archive events
XX	CPC Policy
TJ	Fellows Nomination procedure
DW	Honorary Membership and other National Awards
HR	Contacts for Tax and accounting info.
TB	How to do an annual report
TJ	Design awards
TJ	Student awards
TB	CIP Grant procedure/ follow-up/ forms/report/ and CIP Licensure
BF	Diagram for how to organize the 2 years
BF	Fountain Festival permits, etc...
CM	Overall Calendar
SK	Membership Benefits.
DW	Archive Process

VII. New Recruits.....11:00-11:15am

Executive Committee

- Need some people to stay on and bring their knowledge to the table, would also like some new faces to join and take part.
- DW- plans to stay around as Trustee
- TB- will be around for past president and on Committee for editorial of LAM.

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- TJ- member at large- scale back but keep knowledge
- AK-
- HR- Would like to stay, but not as treasurer. Wants to be a part of things not only doing behind the scenes work.
- BF – Maybe
- SK – Needs to focus on other organizations he is developing, but that will dovetail with ASLA
- AS- Would like to stay on in equal capacity.
- Newbie Ideas (?)
- Need to have nominations out 180 days in advance of election.

Sub-Committees

- Continuing education is really important sub committee, but hard to keep going. Would like to keep it going and develop a program for continuing education.
- Develop a plan to fund specific committee to some extent. Dinner, beer, technology/ website development, etc...

Annual Meeting Recruitment

- Annual meeting should be talking about things.
- Talk about the benefits- incorporate things testimonial (AS / SK)
- Like to develop friendships within the profession. You are a part of a much larger organization and movement. You are not alone. There is a bigger vision that we are all a part of it.
- Positions become what you want them to be. You can take on what you want. What it to be sustainable to you?
- Dialogs with very interesting people- really high ups
- Take a task and learn about it. Learn how to run a business.
- Motivated people who want to build your skills and serve the greater good.
- Networking opportunities are not only with LAs
- Develop your personal interests that will springboard your career and be part of the overall good – Mutually beneficial.
- Overview of what we have done

Developing the Organization and Maintaining Interest

- Executive Director- strategic planning. How do we get from here to there. Someone to watch it and make sure things are moving along.
- We poll our people. What do people need / want form ASLA
- Find out what is going on in San Fran at annual meeting next year. One way to keep things connected is by making sure our events tie into what national is doing.

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- Document successes and failures and data so we can plan accordingly for the future and learn from our mistakes.
- Develop a business plan for the future so we can move ahead incrementally in the same direction. Especially important since there is so much turn over in leadership
- Research should be done on how to develop a business plan- what is the model
- Develop a diagram of how the organizations runs:

Year 1

1. Work on maintenance and development of chapter- have CIP funds that were secured from previous ex-com. One previous ex-com member stays on or works as a mentor to help make sure the CIP is fulfilled and goals accomplished.
2. Design Awards – learn how to organize and plan n event.
3. Develop ideas for events for the second year with specific focus you determine and write CIP grant for those events.

Year 2

- i. Work on completing the CIP events- more educational and creative than year one.

VIII. Design Committee.....11:15-11:30am

- Ryan Carlson wrote a proposal for developing a blog that is local. It will start at the new year and be similar to the design exchange and Gregg’s Portland architecture.
 - Sandbox- place for sharing
 - Soap Box – place for opinions
 - Get a fee proposal from Dave
 - One ides to make the blog work is to ask that every comment ends with a question to encourage conversation.
 - Would be nice if there were regular entries that tied into upcoming events and linked to more information about those events- i.e.: San Francisco National Meeting.

IX. ACE Mentoring.....11:30-11:45am

- New chapter forming, mentor orientation – November 9 from 4-6.
- 11 and 12 grade kids- mentored by design committee made up of engineers, architects, and landscape architects.

X. **LUNCH Provided**.....12:00-12:30pm

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XI. CIP.....12:30-1:00pm

Past Grants

1. Historic Oregon Landscapes – try to finish it and find a way to get it onto the website. Work is done I FileMaker. BF may need to open the data up.
2. Recordings of the Symposium - \$825 to put video tapes onto CD

DW: Move to spend up to \$825 to transfer tapes as needed.

AK : Second

ALL: Motion Carried.

2007 Application

Ideas:

- o Find out how to get an Exec Director and what their role is. Research who is doing it and develop a plan that we and other chapters can use.
- o Developing a business plan for the ORASLA
- o Conference with different organization.

Action Items:

BF: Write the grant, AK willing to assist.

XII. Chapter Obligations.....1:00-1:30pm

a. Fellows Nominations Have 3 candidates

b. Process:

Discussed what the categories were and where they could fit. Developed:

1. People to propose to go forward with this year.
2. People that will need more organizational time.
3. People who are strong, but need some more years of experience.

Motion to approve: SK

Second: AS

Motion Carried: ALL

c. LARE Prep courses

Ask Chelsea.

d. Mt. Hood Section Meetings/PDH Committee

Student Awards and OR ASLA Scholarship-Faculty order certificates?

e. Annual Chapter Meeting- November 14

f. April 26, 2007-Lobby Day, Washington, DC

XIII. Possible Events/Projects for 2007.....1:30-2:30pm

a. APA/OR ASLA/AIA conference

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- b. *Fountain Festival-LA Month- Williams and Dame / John Russell / Son of Ira Keller Fountain/ Challenge the Water Bureau and Parks to make updates each year. Do it at lunch/ Mayor. Develop a list of capital improvements and maintenance items that can be used as a guide for Water Bureau and Parks to do an improvement each year for the Fountain Festival.
- c. Tree Walk/Pub Crawl with AIA-Heather Ramvick
- d. *National Visitation-advanced public speaking course
- e. *Barbara Fealy Lecture- CMR

Steve's PACNW- make us money

BES Green Streets Plan.- do we have a place to do it?

- f. LA Directory on website-member benefit/non-member \$ revenue
- g. Past Presidents Breakfast
Place to just talk with people who have great experience in the profession. A small number of people with a fellow at each table.
- h. Fellows Lunch
Place to just talk, can be situated in a way similar to the President's lunch.
- i. Open Studio Night
- j. Voting to provide a budget for committees

XIV. Communications.....2:30-3:00pm

- a. Chapter Website-Log?
- b. Newswire-Thanks Andrea! Questions/suggestions?
- c. Oregonland
- d. Cariene – using for website and newswire. 8 hours a month. Make sure how things are going.

Thank you very much for your time and input!

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