



American Society of Landscape Architects - Virginia Chapter
Executive Committee Meeting
Office of Catapult, Inc.
4:00 pm on January 17, 2010

Minutes

In Attendance: Andrea Almond, Rob McLeod, Lynn Crump, Nathan Gruver, Myers Mast, Barry Frankenfield, Jennifer Daoulus, Mary Kidd, Carol Rizzio, Nancy Rodrique

I. **Call to Order** - 4:05pm Andrea Almond

II. **Minutes Approval** - None Myers Mast
December & January minutes to be approved at February meeting.

III. **Trustee's Report** Lynn Crump

IV. **Presidents Report** Andrea Almond

V. **Treasurer's Report & Budget** Barry Frankenfield

Barry walked through the proposed 2011 budget. The committee reviewed each line item.
Items discussed:

- The LARE review course will not be given at the spring conference this year, but possibly in the fall, include \$600 for this expense.
- Sponsorship income is listed as \$0. Most sponsorship income is listed under Spring Conference income. Website sponsors, etc are considered annual sponsors and also fall under Spring Conference income.
- Expenses related to Ex Com meetings are for food and Accu-conference. Is there a way to do conference calls without Accu-conference expense? Mary to look in to.
- Expenses related to committee member attendance at ASLA annual meeting to be adjusted. President training expenses include mid-year mtg.
- This year we will be sending out a recruitment mailing, so keep \$500 in budget under supplies & postage. We will no longer need PO Box, mailing address will change to Catapult's address.
- Under administrative support, the committee discussed the proposed budget for Rhumblin and accounting. Do we need a CPA to file or can we do our own postcard submittal? Committee decided to keep proposed expense in budget.
- Add \$500 to the Fall Ex Com meeting expense.

VI. **Old Business/ Action Items**

A. Update strategic goals for 2011 Andrea Almond

The committee briefly talked about the strategic goals and any progress made to date. Lynn discussed the goal to better define member assignments and committee responsibilities. Rob & Barry discussed ideas for hosting regional events, possibly a tour of the Chesapeake Bay Foundation building. Victor Stanley encourages tours at its headquarters in Annapolis. Methods to increase member participation were discussed. Should the Ex Com find regional representatives to head up potential regional events? We briefly touched on ideas for increasing knowledge base & CEU opportunities planned in 2011. Catapult will be creating a better newsletter. Jennifer would like to make visits to Va. Tech and UVA to talk to students about getting more involved in VAASLA.

VII. New Business

VIII. Committee reports

- A. Visibility- Carol Rizzio
Carol & Mary briefly discussed the website and electronic newsletter and changes this year.
- B. Awards- reminder going in e-news Nathan Gruver
- C. Events- Spring Conference update Andrea Almond
There was a brief discussion of how we could include an Ex Com meeting into this weekend. We will tentatively schedule an Ex Com meeting for Saturday afternoon after the conference.

2011 Executive Committee meeting schedule:

February 14	Conference call
March 14	Conference call
April 11	Conference call
April 30	Meeting at spring conference
May 9	Conference call
June 13	Conference call
July 11	Meeting in Williamsburg, location TBD
August 8	Conference call
September 12	Conference call
October 10	Conference call
October TBD	Fall event/dinner
November 12	Strategic planning meeting