

**MINUTES OF THE BOARD OF THE  
VIRGINIA CHAPTER OF THE  
AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS**

A meeting of the Board of the VA-ASLA was held on Monday, May 9, 2011, by conference call.

The following members and staff participated in the meeting:

Andrea Almond  
Lynn Crump  
Barry Frankenfeld

Mary Kidd  
Myers Mast  
Rob McLeod

Carol Rizzio  
Nancy Rodrique  
Jimmy Shepherd

President Andrea Almond called the meeting to order at 4:35 p.m.

**Minutes**

The minutes from the previous Board meetings were approved by an electronic ballot of the Board of Directors.

**Public Relations**

Jimmy Shepherd reported that ASLA's public relations team is rolling out a general awareness campaign that will kick off August 17. This unified branding campaign for ASLA and its chapters will be designed to increase public awareness of the roles that Landscape Architects play. We as a Chapter need to develop some ideas prior to the July session ASLA will be holding. Lynn Crump will get the list of State Parks that were developed by Landscape Architects. The tie in with the 75<sup>th</sup> Anniversary of the State Park system in Virginia could help increase awareness of anything we decide to do in conjunction with the ASLA campaign. Other ideas that were discussed include something surrounding the progress of greening the State Capital. No matter what we decide to do, we need to be sure to cover the geographic areas. The members of the Board should think about other things we could do and get any ideas to Jimmy so that we can review the list and pare it down during our June call. Jimmy will also put together something soliciting projects to include in the next issue of the newsletter and get it to Mary Kidd prior to the copy deadline next week. Jimmy had to leave the call at 4:54 p.m.

**Trustee's Report**

The Trustee's Report was distributed prior to the meeting. Lynn Crump noted the two main points this month: how much ASLA is doing to promote Landscape Architects on our behalf with efforts such as Lobby Day and Advocacy Day; and the proposed changes to the definition of a small business and what it may mean to our members. Mary will make sure that the small business issue is in the next newsletter.

**President's Report**

Andrea Almond reported that she has received a lot of positive feedback from the conference participants. She is working on wrapping up all of the loose ends from the program in the next week or so. She and Mary will meet later this week to work on the continuing education reporting for the program. She has calculated that there should be a profit of about \$1000 overall on the conference.

Andrea also reported that, due to a family conflict, she will not be able to attend the mid-year meeting and advocacy day. Lynn Crump and Rob McLeod will be attending to represent the Chapter.

Andrea noted that she was contacted by the Potomac Chapter with some complaints about the mailing we did to LA's licensed in Virginia who are not members of ours. Apparently some of them were wondering why they were receiving a mailing from us when they are already members of Potomac. Andrea let them know that the

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main focus of the mailing had been to make sure individual licensed in Virginia were aware of the new educational requirements for license renewals, with a secondary purpose of recruiting members. Since we are not planning to do a mailing like this every year it should not be a big problem.

Andrea is also working with Dick Gibbons on developing some sort of joint program for this fall, with an emphasis on historical landscapes and, perhaps, a look at the new master plan for Monroe Park in Richmond.

Finally, Andrea noted that Dick Gibbons had nominated Carlton Abbott for the Allied Professionals Award, for non-Landscape Architects. A brief discussion followed about whether we want to offer this award this year, but no firm conclusion was reached.

### **Treasurer's Report**

Barry Frankenfeld reported that there was about \$11,000.00 in income from the conference, but many of the expenses are still outstanding.

### **Old Business/Action Items**

Andrea Almond will send Carol Rizzio and Mary Kidd the information on the Award winners. Carol will do a press release and Mary will list them on the web site and in the next e-newsletter. Carol indicated that she would need to work with Mary to get information on the winning projects up on the web site, with an image and a link to text describing the entry. Andrea will get the disks to Mary so she and Carol can do this.

### **New Business**

Andrea Almond reported that she would like to gauge the interest among the members in a review session for the LARE exam. Mary Kidd will include a quick survey in the e-newsletter asking if the members, or anyone else in their firms, would be interested in a session. Virginia Tech would be interested in helping us to hold a session prior to the December exam.

Myers Mast will develop the message for a call for nominations to go out to the members this week and get it to Mary Kidd for distribution. It can be repeated in the next e-news.

The next regular meeting of the Board will be held on June 13<sup>th</sup> at 4:30 p.m. by conference call.

There being no further business, the meeting was adjourned at 5:32 p.m.

Respectfully Submitted,  
Mary Kidd, CMP  
Catapult, Inc.

*Approved*