

**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, July 11, 2011, at the Williamsburg office of VHB.

The following members and staff participated in the meeting:

Andrea Almond	Mary Kidd	Nancy Rodrique
Lynn Crump	Myers Mast	Jimmy Shepherd
Nathan Gruver	Rob McLeod	

President Andrea Almond called the meeting to order at 4:05 p.m.

Minutes

The minutes from the June 13th Board meeting were distributed previous to the meeting by e-mail. Lynn Crump moved to accept the minutes as presented. Rob McLeod seconded the motion and it was approved unanimously.

Trustee's Report

The Trustee's Report was distributed prior to the meeting. Lynn Crump noted the following issues this month:

- Thomas R. Tavella, FASLA, has been elected the 2011-2012 ASLA president-elect.
- More people are registered to attend the conference in San Diego than there have ever been this far in advance of the program.
- We had three members accepted as Fellows: Gregg Bleam, Reuben Rainey, and Robert McGinnis. Congratulations to all of them. Mary Kidd will distribute a press release and make sure to include this item in the next e-news. We need someone from the Chapter to attend the Fellows' dinner: Lynn Crump and Rob McLeod are going to be at the conference anyway, so one of them should be able to cover it.

The Board agreed that it would be a good idea to have a reception for our new Fellows here, perhaps with the Fall program that Andrea Almond is working on with Dick Gibbons.

Treasurer's Report

Barry Frankenfeld was unable to join us for the meeting and had not been able to prepare financials for us. He extended his apologies to the Board.

Administrator's Report

Mary Kidd reminded everyone that she needs copy for the upcoming issue of the newsletter by next Tuesday, the 19th. She will send an e-mail reminder. Items that need to be included in the upcoming issue are ballots for the Executive Committee elections, advocacy alert from ASLA, and information on 8.17.11.

Approved

Mary also reported that, as of this morning there were 320 members in the database. Five members have dropped since last month, and 2 new members have been added, for a net decline of 3. Mary is following up with the members who have been dropped encouraging them to correct the oversight, and trying to determine why they are not renewing if they plan not to. She is working with Andrea Almond to develop the new member welcome communications. Lynn suggested including a digital copy of the ASLA Centennial flyer with the welcome as an introduction to landscape architecture in Virginia. She believes this was in the files she already passed along to Mary, but she will find it and forward a copy just in case.

Audit Committee

Nancy Rodrique reported that the Review of the books for 2010 has been completed by the Audit committee. She noted that dues were up for the year, and we ended the year with a positive cash flow of more than \$1,000.00 (as compared to \$5490 in 2008). A brief discussion was held about the lack of invoices received for administrative support, with no invoices being submitted after June of 2010. Andrea noted that this is likely due to a combination of factors : the administrator did not do much after June, and Andrea let it be known that the Chapter was not happy with the little bit that had been done. The contract with Catapult picked up in January 2011, so was not reflected in this review.

Visibility Committee/Public Relations

Jimmy Shepherd reported that he is participating in a meeting on July 22nd that ASLA is offering to help the Chapters organize efforts for the 8.17.11 visibility campaign. Two webinars have been held thus far, focusing on using social media to promote the date and associated events. ASLA has also developed a Google map that allows the Chapters to highlight they're events with a pin marking each registered event.

Jimmy needs locations and volunteers for 8.17.11 events. The group briefly discussed whether or not any of our award winners for the past several years were for accessible public spaces that we could perhaps use to kick-off the awareness campaign. Andrea Almond will check the records and get back to Jimmy on this. Jimmy also noted that he needs to get a list of the state parks that were designed by LAs. The Greening of the Capital efforts are further behind than originally planned, so it is unlikely that any events would coincide with 8.17, but it is certainly something we can focus on for a future awareness event. We would like to have something happening each quarter.

Jimmy also noted that Scenic Virginia has a weekly photo in the Richmond Times Dispatch, and a brief discussion was held about whether or not we could do something similar on a monthly basis for a project designed by a landscape architect. We would probably need to do this in cooperation with Scenic Virginia, as it is unlikely they would want to "give up" a week to another organization.

President's Report

Andrea Almond reported that she has begun working on the Fall event with Dick Gibbons, but there is a lot that has not been determined. The group agreed that November 11th would be the best date. Andrea will work with Scenic Virginia to develop a co-sponsored program for perhaps 70-100 people. Potential locations for the program were mentioned, including Henricus or other appropriate park

spaces, or possibly the Bull and Bear Club (Dick Gibbons is a member). We will hold a reception for our Fellows in conjunction with this event.

In light of the event on the 11th of November, the Board agreed that it would be beneficial to re-schedule our retreat, which was originally planned for November 12th. After reviewing a series of potential dates, the group selected Saturday, October 1st for a full day retreat. Rob will select a location and be in touch with details.

Nominations

Myers Mast reported that no nominations were received for the Executive Committee, but a slate has been developed through recruitment.

President:	Rob McLeod
President Elect:	Barry Frankenfeld
Treasurer:	Frank Fentress
At-Large:	Jennifer Daoulas
At-Large:	Nathan Gruver

Carol Rizzio has also indicated she can serve as an at-large member if needed. Myers will follow up with everyone to confirm that Frank wants to act as Treasurer and not fill an at-large slot, and will send the information to Mary to go out in an electronic ballot.

The next regular Board conference call is scheduled for Monday, August 8th. A brief discussion was held about the time for future calls, and the Board members present agreed to begin future calls at 4 p.m. rather than 4:30 p.m.

There being no further business, the meeting was adjourned at 5:44 p.m.

Respectfully Submitted,
Mary Kidd, CMP
Catapult, Inc.

Approved