

**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, August 8, 2011, by conference call.

The following members and staff participated in the meeting:

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

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

Minutes

The minutes from the July 11th 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:

- National is focusing on promotion of the Annual Meeting. We should include information in the e-newsletter.
- Nominations for the National slate are open through August 26th. Ideally, candidates will have served on the national committees. There was a brief discussion about whether or not there was anyone we should nominate, but no names were put forward. This should be included in the call for volunteers for the 8.17.11 events that needs to be distributed this week. Mary Kidd indicated she should be able to get it out tomorrow.

Treasurer's Report

Barry Frankensfield was unable to join us for the meeting, but he did distribute a report for the period ending August 7th. The Board briefly reviewed the report and had no questions.

Administrator's Report

Mary Kidd reported that, as of this morning there were 323 members in the database, up from 320 last month. Nine members have lapsed, and there are 3 new members, which does not add up to an increase of 323, but that is what the lists are showing.

Advocacy Meeting

Rob McLeod reported that 38 Chapters were represented at last month's meeting and that it was a very good meeting. He noted that there are advocacy grants available from ASLA, with applications due in September and awards given in October. Following a brief discussion, the Board agreed that there does not seem to be anything on our legislative agenda that would warrant a grant for the

coming year, but it's good to know about the grants. It was also noted that the timing of the awards would work well with Virginia's legislative calendar if we feel there is a need in the future.

Rob also noted that the group reviewed the advocacy tools that National has developed. State legislative contacts are included, and it seems to be a very powerful tool. A joint session was held with the individuals attending the public awareness meeting where the discussion focused on how to integrate advocacy and awareness campaigns.

Visibility Committee/Public Relations

Jimmy Shepherd reported that the Public Awareness group meeting on July 22nd was very informative and somewhat reassuring to note that the other chapters are no more certain about these efforts than we are. All but 1 chapter had a representative in attendance. Help will be available from National to increase public awareness of LAs over the next couple of years, including help from the PR staff with press releases.

Jimmy noted that there was a lot of discussion about different ways to promote the profession, as well as a good bit of sharing of frustrations. The group reviewed the tools available from National on the web site and did a sample public awareness event at a public location. The "event" had people with easels sketching the landscape space and received a great deal of attention from passers-by.

Jimmy also reported that he was given 5 yard signs and business cards to support the 8.17.11 events. So far, we have Taylor Gould doing an event at Town Point Park in Norfolk, Rob McLeod is organizing an event on the Downtown Mall in Charlottesville, Andrea is working on lining up something in front of the Martin Agency in Downtown Richmond, and Dick Gibbons will have a sign at 2nd Presbyterian Church. We still need volunteers to fill out these events. Jimmy will craft a message and send it to Mary for distribution.

President's Report

Andrea Almond reported that she has begun working with Lewis Ginter Botanical Gardens to see if we can co-sponsor the Gillette program that they already have on the schedule for October 26-27 and add a reception of some type to recognize our Fellows. She hopes to nail down details in the next couple of weeks.

Nominations

Myers Mast was not able to attend the meeting, but distributed the slate by e-mail to the Board. The nominees are:

President:	Rob McLeod (previously elected)
President Elect:	Barry Frankenfield
Treasurer:	Frank Fentress
At-Large:	Jennifer Daoulas
At-Large:	Nathan Gruver

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Mary Kidd will distribute the ballot by the end of this week, with votes due no later than end of day August 26th. She is planning to set it up as a survey that people can complete electronically, and then mail a hard copy to the handful of members for whom we do not have an e-mail address.

The next regular Board conference call is scheduled for Monday, September 12th at 4 p.m.

There being no further business, Lynn Crum p made a motion to adjourn the meeting and it was seconded by Rob McLeod. The meeting stood adjourned at 4:48 p.m.

Respectfully Submitted,

Mary Kidd, CMP

Catapult, Inc.

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