

A meeting of the Virginia Chapter ASLA Executive Committee (ExCom) was held by Zoom. The meeting occurred on Tuesday, May 22, 2018 at 2:30 p.m. The following members, guests and staff participated in the meeting:

| Office | Name | Present | Absent |
|---|-----------------------|----------------|---------------|
| President | Mike Fox | X | |
| Past President | Walter Cole | X | |
| President-Elect | C.L. Bohannon | X | |
| Secretary | Erin Horton | X | |
| Treasurer | Chris Hale | X | |
| Trustee | LuGay Lanier, FASLA | X | |
| Member At Large | Jarrold Katzer | | X |
| Fellow Nominating Committee | Walt Cole | X | |
| Education Committee | Jason Thomas | X | |
| Emerging Professional Committee | Laura Sokol | | X |
| Legislative Committee | Billy Almond, FASLA | X | |
| Awards Committee | Terry Clements, FASLA | | X |
| Public Affairs and Communications Committee | Jenn Hare | | X |
| HALS Liaison | Liz Sargent | | X |
| Staff | Kevin Bayes | X | |

Call to Order

Mike Fox called the meeting to order at 2:34 p.m. Role was taken. A quorum was present.

President's Message

Mike mentioned he went to ASLA Advocacy Day and along with Elyana Javaheri visited the offices of both state senators and their respective representatives. He felt it was an overwhelming success. Mike also mentioned that the ASLA Advocacy Award went to the Wisconsin chapter. We had submitted for it. Mike will be attending the Licensure Summit in June.

Approval of the April 2018 Minutes

The minutes from the April meeting was sent to the ExComm in advance of the meeting.

Motion: LuGay Lanier, FASLA moved to approve the April 2018 minutes as presented. C.L. Bohannon seconded the motion. The minutes were approved.

Trustee's Report

LuGay Lanier, FASLA said Brian Katen has been elevated to Fellow. LuGay suggested a congratulations message go out Brian and announcement to membership about the elevation. Unfortunately, Doug Mettler was not selected. It is time to start thinking about the next application process and who might be good to submit. She reported that the recent Board of Trustees meeting was one of the best she has been involved with. Financially the ASLA is in good shape. The ASLA is working to get the new grads emerging professionals more engaged in the organization. She mentioned the joint venture with ASLA, CLARB, COE, Accreditation Board, and the Foundation – the FrameWorks Institute. The goal of the project is to identify the most effective messages for communicating about landscape architecture and its value. Is an interesting opportunity. It could be in place within 6 months to a year. LuGay mentioned working with Kevin on the Meade Palmer medal discussion.

Treasurer's Report

Chris Hale presented the report. The reporting documentation was uploaded to the VA ASLA DropBox account by Chris. Chris asked if there were any questions about the financial reports. There were none.

The Balance Sheet shows a balance of \$72,819.37, which included checking and two savings accounts.

Executive Director's Report

Kevin reported on the current membership numbers: 263 members, 13 student members. Kevin reported he attended the ASLA Mid-Year CPC meeting. He mentioned the focus of the program was on membership retention and recruitment including new graduates and emerging professionals.

COMMITTEE REPORTS

Audit – Chris Hale

No report

Awards – Erin Horton

Erin reported that Kevin sent another email to members about the awards program. Erin mentioned the established chapter awards. Kevin is going to reach out to Erin and Terry and found out if the deadline should be extended. The deadline is Monday, June 11th but we have only received one submission.

Constitution/Bylaws – Jarrod Katzer

No report.

Education – Jason Thomas

Jason said that it was likely the Victor Stanley factory tour scheduled for June 10-11 may be moved to the fall for lack of interest. Currently no one is registered. The final decision will be made after the holiday. Jason is talking with the Grier Environmental Science Center in Virginia Beach. A date in July may be possible. He will nail down a date and things we should open it up to include engineers and architects. Mike Fox mentioned that we may want to reach out to Eagle Bay Paving to see if they would like to host a factory tour or Chesapeake.

Emerging Professionals – Laura Sokol

No report.

Events – Walt Cole

Discussed in the Old Business section of meeting.

Fellows – Walt Cole

No report

Government Affairs – Billy Almond, FASLA

Billy told the ExComm the committee about the General Assembly decided to do a study of the entire department of professional and occupational regulation which would include landscape architects. Billy mentioned that information on this should be sent out to the membership to make them aware of it. He is going to check with Jeff Palmar about how best to instruct the members to handle talking to their representatives and will update us on what Jeff says. Billy is going to send Kevin text for an email broadcast to go out to members to ask them to reach out their legislators during the summer and share with them about landscape architecture and its value to the community.

Nominations – Walt Cole

Walt mentioned Kevin sent him a schedule of upcoming deadlines for the nomination process. Walt will work with Kevin to get this process started. Kevin will get out a call for nominations to the membership. It will include president-elect and treasurer.

Public Relations/Communications – Jenn Hare

No report.

Sponsorships – Kevin Bayes

Kevin is to prepare information on conference sponsorship to get out to exhibitors and sponsors. He will work with Jenn Hare on the document to incorporate the new branding.

VT LA Enrollment Task Force – C.L. Bohannon

C.L. has asked Kevin to send out another email to members about the task force. Billy Almond, FASLA said he would like to be on the task force.

NEW BUSINESS

Tour of Maggie Walker Monument in Richmond

Chris Hale has talked with Bill Eubank at Cold Springs Granite about them sponsoring a walking tour of the Maggie Walker Monument in Richmond for educational opportunity followed by a reception. He is going to talk with Nancy Rodrique, landscape architect who was designer of the project. There is also talk about getting someone from the city to talk as well. Chris is going to talk to all parties involved and try to nail down a date that does not conflict with anything on our current schedule. There was mention of opening it up to architects as well and maybe including emerging professionals on the social aspect.

UVA Architecture School event for high school students

Mike Fox mentioned receiving an email from Rob McGinnis about events for high school students in the Washington, DC area that were hosted by the alumni association of the UVA School of Architecture where students are being introduced to the architecture profession. Rob thought it good to share this idea with the ExComm and that maybe this was something the chapter would be able to do in Virginia to educate high school students about our profession. Mike is going to forward the email to C.L. Bohannon who is chair of the VT LA Enrollment Task Force to see if there is something of value.

ONGOING or OLD BUSINESS

2018 Conference Planning Committee

Walt Cole reported there will be a call of the planning committee on May 23. There may be one more call before the in-person meeting next month. The committee has been given assignments. The committee is working on the schedule and nailing down the speaker slots. We are working to have 5 educational sessions. The topics suggested are historical landscapes, cultural landscapes, a presentation by Lynn Crump on the master plan development of Natural Bridge State Park, and a hot topics session with emerging professionals. Walt has extended an invitation to Beth Meyer, FASLA of UVA to present on Cultural Landscapes. Blaine Keesee is working on tours with potential tours in Lexington, VMI, and the town of Buchanan.

Upcoming ExCom Meeting

The next ExComm meeting will be held on Friday, June 15th in person at Natural Bridge along with the Conference Committee.

Adjournment

There being no further business, Mike adjourned the meeting at 3:48 p.m.

Respectfully submitted,
Kevin Bayes
Executive Director
Virginia Chapter of ASLA