



Idaho-Montana Chapter
of
American Society of Landscape Architects

Executive Committee Meeting Minutes
February 10, 2010 @ 1:00 MST, 12:00 PST
Please call into 1-800-591-2259, then enter the pass
code 668759

ASLA 1)

Call to Order:

- A. Present:** Jon Breckon, Jena Ponti, Andrew Conkey, Lynda Wightman, Jolene Rieck, Celine McClure
- B. Absent:** Neil Kiner, Toby Norton, Greg Baer, Jim Mihan
Brian Strand, Stephanie Koch, Boje Nielsen, Anthony Pratt, Shelly Engler, Kent Watson, Steve Davidson, Keith Dixon, Yousef Zadegan
- C. Approval Prior Meeting Minutes** – Motion made by Lynda and second by Jena to approve the January meeting minutes.

2) **President's Report** – Jon Breckon

- A. Chapter membership status:**
 - 1. Current chapter membership: 123
 - 2. New Members: 0
 - 3. Lapsed Members: 2 (Jed Wyatt, Nampa, ID & Jessica Clement, Seattle, WA)
- B. LABASH 2010 – Celine & Nicole** (Jolene made motion to provide \$400 for travel expenses, Lynda second)
- C. Excom Retreat – April 10th or April 17th ?**
- D. Steve Drown - Fellow ASLA Nomination**
- E. Sections to host a local event**
- F. Student Awards – 3 volunteers for a Saturday morning jury?**
- G. 2011 Rendezvous Location, Big Sky for spring 2011**
- H. LA CES Committee? - Neil**

3) **Trustee Report** – Jim Mihan

4) **Treasurer's Report** – Greg Baer

- A. Balances:
- B. Investment Account:
- C. Taxes:
- D. Budget Report:

6) **Section Activity Reports**

- A. Northern Lights –Stephanie Koch
- B. Olmsted Group – Brian Strand
- C. Western Montana – Boje Neilsen
- D. Eastern Montana – Anthony Pratt

Contacted Fred Bicha to setup speaking with the Billings Arborists. Will be speaking at their breakfast meeting in April with Neil Keiner. Will try to attend the meetings each month to grow this relationship.

I am involved with the Montana Safe Routes to School State Network and have volunteered to be part of a Complete Streets committee as part of my involvement with ASLA.

Still trying to coordinate a irrigation education session. We'll "hopefully" have it all laid out by next month.

7) **Liaison Officer's Reports:**

A. Idaho Board: Jon Breckon

A "frequently asked questions" section will be added to the IBOL website which will include a specific letter which addresses the boards position on issues regarding an LA's education, training, and licensure qualifications.

We should add a link from the IDMT ASLA site to the IBOL website.

B. Montana Board: Carl Thuesen

As of 1/12/10 Board meeting our budget is in really good shape. We currently have a cash balance of \$47,338. As I understand it, there will be some draw against this next fiscal year, as our appropriation will be less then. There will be a few oscillations until the appropriation gets tuned in. Shelly and I held a special meeting last year with Jeannie Worseth, the new department director. She understands our situation very well and comes from the budgeting side of the agency. I am confident that, with Jeannie on board, we will get the oscillations smoothed out and be back on a roll soon. Anyway, the good news is that we are once again solvent.

C. QBS: (vacant)

D. Idaho Forestry Council: Jim Mihan

E. Idaho Smart Growth: (vacant)

F. Historic American Landscapes (HALS):
Montana - Kent Watson
Idaho - (Vacant)

G. Webmaster: Steve Davidson

H. Student Chapter UILA – Keith Dixon & Celine McClure

J. Student Affiliate Chapter at MSU – Yousef Zadegan

8) **Standing Committees:**

A. Sponsorship: (Lynda Wightman, Jolene Rieck, Jena Ponti, & Jim Mihan)

Sponsorship Committee Meeting Notes

February 9, 2010

Committee Members Present: Jim Mihan, Jena Ponti, Lynda Wightman & Jolene Rieck

The 2007-2009 sponsorship package, developed and distributed by Eirik Heikes, resulted in two vendor responses: 2M Company for \$700 and Hunter Industries for \$2,500, deposited on February 10, 2009. It is unclear if our commitments have been met, will probably need feedback from the two of them.

Sponsorship opportunities should be met with the following questions:

1. Who is the target audience?
 - Membership– current and potential
 - Vendors
 - Potential clients
 - Allied organizations
2. What is the purpose of the media/event?

- Generate funds
 - Member benefit
 - Communication/connectivity
 - Advocacy/awareness
3. What value does the media/event provide to the sponsor?
4. What is the timeline for updates and who is in charge?

Imasla.org website

- The chapter does not “sell” website space. However, the chapter uses the website to recognize sponsors.
 - In addition to 2M and Hunter Industries, the participating vendors from the RMR 09 are now posted on the website.
 - As per the “commercial sponsorship” program, there should be direct links to the sponsors’ websites.
 - Sponsors should have a full page ad for events, and/ or updates, with links, on website (per program).
 - There should be some type of distinction between Rendezvous sponsors listed on website, versus commercial sponsorship participants. This will increase the benefits for joining the “program” and not just giving money for the Rendezvous/ other events.
 - It is the intent to have banner ads
 - Vendors should provide to the chapter publish-ready files.
 - The chapter should outline the file requirements (i.e. 600x300 pixels, .jpg format, etc.)
- Steve Davidson of The Land Group (Coeur d Alene) has been the chapter’s volunteer webmaster. He is very quick at uploading the content, once it is sent to him. However, Steve does not generate the content.
 - The last website revision/update was in ~2007. The chapter hired Jenny Gibson and paid her a fee to set up the graphics as seen in the current version. We pay an annual fee to WestHost for the hosting service.
- The target audience for the website
 - Current & potential members
 - Other associations
 - Potential clients/government agencies
 - Vendors

Awards Brochure

- Creation and distribution
 - 2007 awards we paid for a fold-out brochure.
 - The timeline for distribution must be relevant.
 - It was only distributed electronically. We had no requests for hard copies.

Newsletter

- Pre-1998, the chapter had an editor who issued a printed newsletter on a regular basis.
 - The motivation for the newsletter was to cover printing and mailing costs.
 - The newsletter was sent out on a quarterly basis, via mail
 - It was a great generator of content-based information and communication with the membership.
- Newsletter in 2010 and beyond
 - Need to define the purpose of the newsletter
 - The target audience should be defined
 - Vendors
 - Agencies
 - Allied Professionals
 - Membership – if membership is not a primary target audience, then this affects the interest of advertising revenue
- Content
 - Raise awareness about the profession
 - Connect suppliers, designers and clients
- Distribution: electronically or hard copy
 - Electronically
 - Less costs for production and mailing
 - Almost all newsletters and magazines are going electronic
 - Need to evaluate opening rate due to the above point.
 - Hard Copy
 - Is there a perceived value to vendors for a hard copy ad?
- Content Generation
 - Who generates the content – this is the toughest part of a newsletter
 - A four-page newsletter is a large newsletter.
 - Other associations found that the bigger the newsletter, the less it is read.
 - Content of stories versus ads
 - The balanced percentage
- Parameters for newsletter commitments
 - Must have a constant distribution rate
 - A quarterly newsletter would most like focus on past events; could offer insight into upcoming events and timely issues pertaining to the LA’s (regional and national)
 - Timely
 - Events cannot be so far in the past that they are no longer relevant
 - Consistent content
 - The content/article length must be consistent, similar to a magazine layout

Constant Contact – Monthly E-newsletter

- Pay approximately \$104 per year
- Content
 - Read it in less than 5 minutes

- o Connects to other websites or emails for additional information
- o Focuses on current or upcoming events
- o Timely: Its distribution was once per month, typically the Friday after the executive committee meeting.

Rendezvous

- Bi-annual event
 - o How does it coincide with annual sponsorship packages?
 - o Rendezvous is the catalyst for fundraising for the entire chapter
 - o Sponsorship is tied to Rendezvous basis
 - o Revenue is generated every-other year, which is difficult for chapter expenses
 - o How do we get vendors to realize the importance of participating in the commercial program, versus waiting for the Rendezvous to support the chapter?
- 2009 Event
 - o 21 Vendors participated in the event
 - o Additional in-kind sponsorship level was recognized by participating firms

General Thoughts

- Timeline for sponsorships
 - o Fiscal year of the chapter is January to December. Does sponsorship timeline coincide with that?
 - Consider budget setting of corporations and their fiscal years.
 - Does a 2009 sponsorship of rendezvous end in 2009 or 2010 or 2011?
- Value for the Vendors
 - o Chapter needs to be professional about the management of the sponsorship
 - Ensure all commitments are fulfilled
 - Thank you's from the executive committee; especially if we get more sponsors involved
 - o Financial accounting
 - Tracking of commitments received
 - Timeliness of invoicing, receipts
 - o Database management
 - Who maintains the database?
- External personnel to manage sponsorships
 - o Use association management websites to view contracts and appropriate pay methods
 - o Consider if the hire is an independent contractor or a chapter employee (From national CPC meeting)
 - Independent contractor carries their own insurance, own equipment and must have multiple clients.
 - Chapter employee obligates the chapter to pay workers compensation, unemployment insurance, etc.
 - o Is the work task to a specific media/event (i.e. event coordinator) or to the entire sponsorship package (i.e. executive director); good thought!

Committee will meet in three weeks to continue working on these items.

- B. Communications: (Toby Norton)
- C. Membership: (Andrew Conkey)
- D. Advocacy and Legislative Committee: (Jon Breckon)

8) **Old Business:**

9) **New Business:**

10) **Adjournment:**

11) **Next Meeting: Next meeting will be the second Wednesday in March.**