



Trustee Report May 2006 Board of Trustees Meeting

Hope this finds all well with both your personal and professional lives. Thought I'd get this out to you all to let you know of some of the happenings at the recent Board of Trustees meeting held earlier in the month in Washington DC. It doesn't seem like four weeks has passed, but by the time one catches up with being gone for a week, time slips by. I guess that's why they say that "Time is the fire in which we all burn." Here are a few of the happenings.....

Lobby Day – This was as good a time as I've had over the last 5 years, partially because of the weather and partially because of the issues has some resonance with the congressional staffers we had a chance to meet with. The weather was not as humid as it has been in the past and so it was quite pleasant to walk to the various offices of our senators and representatives. In the past, when arriving at their offices we were almost all soaking wet from perspiration. The issues of Security Design and Disaster Planning for at risk areas played well and led to some good discussions with the staffers. We also had a chance for the first time in 5 years to meet with members of the Montana delegation as Jolene was able to make the trip. Many thanks to Keith and Jolene for their active participation and their follow up.

Green Roof – Although the formal dedication of the Green Roof was held the week prior, many of the trustees and chapter presidents saw it for the first time at BOT/CPC. There was quite a bit of great PR that occurred as the story was carried by many of the major news organizations. Many people commented on the chapter's leadership role in the fundraising effort including Dennis Carmichael and Pat Caughey. For more information and ongoing coverage, see the Green Roof page on the ASLA website.

General Board Business – the agenda included the following items and decisions:

President's Report. President Carmichael summarized his meeting and travel schedule since the last Board meeting. In January, Carmichael and the Presidents Council (ASLA, CELA, CLARB, LAAB, LAF, and CSLA) discussed the demographics of the profession and the shortage of candidates for the many job openings in the field of landscape architecture, he chaired the Annual Meeting Steering Committee meeting to select education sessions for the Minneapolis meeting, and he also attended the New Jersey Chapter annual meeting. The ExCom met in Alexandria, VA, in February and Carmichael juried the U.S. Army Corps of Engineers awards. In March, he participated in a Systems Integration Tool for Environmentally Sustainable Sites (SITESS) initiative meeting and addressed students at LABASH at the University of Maryland. April's highlight was the dedication of the green roof on ASLA headquarters.

2. LAF Report. LAF President-Elect Chris Dimond, FASLA, updated the Board on LAF activities. The scholarship program has grown considerably including a new

fellowship and two new scholarships in partnership with ASLA, ESRI, and the ASLA Council of Fellows; the distribution of scholarships has increased by 400 percent over the last several years. The Landscape Futures Initiative symposia on the drivers of landscape change are wrapping up; a final symposium to summarize lessons learned in the series is scheduled for late this year or early next year. LAF's recruitment website geared to high school students and young professionals has been updated. Dimond extended an invitation to the Board to attend the LAF benefit dinner at the annual meeting in Minneapolis.

3. AIA Report. R.K. Stewart, FAIA, AIA's president-elect updated the Board on recent activities at AIA. AIA has a new Executive Vice President/CEO, Christine McEntee, who will be focusing on the future of the association. Stewart touched on AIA's effort to grow diversity in the profession by first surveying how the profession's demographics compare to society at large. He also discussed sustainability and the need to transform the nature of the profession and to collaborate more broadly with the science, health, and design/construction industry at large to develop standards for sustainability. AIA's 150th anniversary is next year and a celebration is planned with a theme "Blueprint for the Future" to engage the public and AIA chapters.

4. Program and Operations Report. EVP Somerville discussed highlights of the 2nd quarter Program and Operations Report with the Board. Throughout the quarter, staff focused special attention on several projects including the green roof; the roof has received excellent media coverage and there is a great deal of interest in tours. National Landscape Architecture Month (NLAM) continued to grow this year as ASLA staff reached out to other organizations to partner and help garner more publicity. Other NLAM events included: a video news release, matte press releases, radio media tours, joint programming with the National Building Museum, and at least 28 chapter-sponsored programs. Work continued on the SITESS initiative and government affairs worked closely with the new Disaster Response Exploratory Task Force. Based on survey and focus group feedback for more continuing education options, a self-test to be graded for continuing education credit was placed in *LAM* in the 2nd quarter and will continue to appear quarterly. Several of the VPs provided further updates in their areas including: Government Affairs VP Dye on lobby day; Communications VP Brittenum on recent website and communications enhancements; Membership VP Eubanks on the leadership development program; and Education VP Kesler on Council on Education issues and activities.

5. ASLA/LAF MOU. The MOU between ASLA and LAF, which establishes the level of ASLA financial support to LAF as well as representation/liaison between the organizations, expires at the end of this fiscal year. Discussions with LAF's executive director and officers regarding the framework of the new MOU are ongoing. At its March meeting, the ExCom discussed the level of ASLA's ongoing financial contribution to LAF; the consensus of the committee was to continue the contribution at the current level of \$50,000. The ExCom proposed an extension of the current agreement for up to one year while a long-term revised MOU is finalized. The Board approved this measure,

but asked that the strategic objectives under which LAF support falls be identified in future discussions. A final MOU will be brought to the Board for action in Minneapolis.

6. Finance and Budget. The Board approved the FY 2006 15-month projection and revised FY 2007 and draft FY 2008 operating budgets. The Board also passed amended 2006 and 2007 capital expenditure budgets to reflect added expenses to replace the postage machine and address accessibility to the roof. The Board then approved a \$10 increase in dues, effective January 1, 2007, for all membership categories except students as proposed by the Membership Services and Finance Committees. Treasurer Beaulieu briefed the Board on the status of the Society's long-term reserve investments. The socially responsible investment (SRI) Funds in which the Society's reserves are currently invested following a 2002 Board resolution to "pursue environmentally responsible investments" have been performing poorly and ASLA's current brokerage house has informed the Society that it will no longer manage SRI funds. In order to find appropriate middle ground between fiduciary responsibility and philosophical principle, the Finance Committee recommended that ASLA identify a qualified consultant to assist with research and development of a report on investment options and how they adhere to ASLA's investment objectives and guidelines. Following a brief discussion of green investments, the Board passed a motion in concurrence with the Finance Committee's proposed next steps.

7. ACE Mentor Program of America. Pamela Mullendar, executive director of the ACE Mentor Program of America, and Christopher Reseigh, president of the local ACE chapter, made a presentation to the Board regarding the opportunities arising from ASLA's new affiliation with ACE. Founded in 1994, the mentor program introduces high school students to the challenges and rewards of careers in the design and construction industry. In February, a national partnership between ASLA and ACE was announced. ASLA's position as a national sponsor and partner opens the door for landscape architects to give back to their communities and shape the future of the profession. Though ASLA's national sponsorship is new, many landscape architects, including President-Elect Caughey, have been active in their local ACE programs for years. Caughey currently represents the Society on the ACE national board of directors.

8. Millennium Assessment Updates/Plan. As a follow-up to the Board's annual meeting discussions, VP Dye and VP Tilson updated the Board on Millennium Assessment (MA) activities. The Policy Committee and Professional Practice Networks are currently reviewing the integration of the MA report into existing ASLA policies. Any necessary changes will be brought to the Board for review/approval at the annual meeting.

9. CLARB Report. James Figurski, ASLA, CLARB's president-elect, updated the Board on CLARB activities, including revisions in the administration of the LARE. Figurski also discussed licensure assistance, certification, and administration support for individual boards, and the organization's review of its current governance structure.

10. IFLA Dues. EVP Somerville reported that a new dues agreement between ASLA and the International Federation of Landscape Architects (IFLA) must be completed in time for action by the IFLA World Council at its October 2006 meeting. Under the current agreement, ASLA pays 25,000 Swiss Francs (CHF) per year in dues to IFLA; the amount paid in dollars has risen from \$14,000 in 2000 to \$20,000 in 2006 because of the decline in the value of the dollar. Last year an ExCom subcommittee developed a suggested new rate structure to IFLA, under which ASLA's dues would rise to approximately 33,000 CHF or \$25,380 per year, with the amount to be paid by ASLA capped at \$30,000 annually as a hedge against further declines in the dollar. As part of the discussion, ASLA has indicated to IFLA that the Society would like to see any dues increase go toward support of priority program areas, such as growing the profession in developing countries. The Board passed a motion to move forward with the dues agreement as proposed.

11. Priorities/Program Review Presentation/Discussion. EVP Somerville presented the results of the 2006 Strategic Priorities and Program Review to the Board for discussion. As with previous years, both program importance and effectiveness ratings are in line between the BOT, CPC, and staff. The highest importance ratings continue to go to visibility/public awareness, laws and regulations (government affairs), and licensure. Staff will continue to focus time and resources on the top strategic priorities. Input from the priority and program ranking session, and the comments received by trustees, will feed into program and budget planning for 2007 and beyond.

12. Ethics Committee Recommendations. Ethics Committee Chair Ed Olinger, FASLA, presented amendments to the ASLA Code of Professional Ethics and the ASLA Code of Environmental Ethics as proposed by the Ethics Committee. The most significant amendments are to the enforcement section and establish rules of procedure for filing and resolution of a complaint. The new rules establish time frames for filing and resolving complaints and clarify the appeal process. The Board approved the changes as proposed. Olinger also introduced proposed changes to ES1 of the Environmental Ethics Code, which serves as a synopsis of the Society's natural resource public policies. The Ethics Committee proposed that the Board approve a new subsection to bring the code up to date with a summary statement on the most recently adopted natural resources policy on Non-Native Invasive Species. The Board passed the motion with an amendment to incorporate clarifying language from the Board-approved policy.

13. Election of 2007-2008 Vice Presidents. Candidates for the offices of vice president of membership, vice president of finance, and vice president of information and professional practice made presentations to the Board. The Board elected Susan Hatchell, FASLA, as VP of Membership; Gary D. Scott, ASLA, as VP of Finance; and Todd Wichman, ASLA, as VP of Information and Professional Practice. The vice presidents will be sworn in at the closing general session of the annual meeting in Minneapolis.

14. SITESS. Sustainable Design and Development PPN officers Debra Guenther, ASLA, and Jana McKenzie, ASLA, provided background on the Systems Integration

Tool for Environmentally Sustainable Sites (SITESS) along with a status report on the project. The trustees then met in breakout sessions to discuss the draft SITESS tool. Comments and suggestions from the Board covered: including specs for urban, suburban and rural development; finding experts on plants, bikes, soils, etc.; including construction management standards; including the roles and responsibilities of developers; including bioregional context; addressing pre-existing toxic materials and long-term maintenance; making the tool more user friendly, e.g., adding a LEED-type checklist; adding information on brownfields/grayfields; adding guidelines for initial site triage and pre/post-site analysis; and clearly defining terms.

15. Open Forum Discussion. Topics discussed in the open forum included: clarification of the ASLA Archives; gearing the annual meeting more to student and associate members; and clarifying Fellowship categories and qualifications. Also discussed was the issue of waiving ASLA dues for members on active Guard duty in war zones. Under the ASLA Bylaws, waivers can be granted in those circumstances. It was agreed that such waivers need not be initiated by the individual member but may be granted based on written request from a chapter president. ASLA National will send notification of the discussion and decision to the chapters.

16. BOT Nominating Committee Appointment. Each year at midyear, the Board selects a trustee for appointment to a two-year term on the Nominating Committee. The Board selected Chad Danos, ASLA, to serve on the committee.

If you have any questions, please get to me.

Thanks,

Jon