

SCASLA Executive Committee Meeting #7 Minutes

5/16/2018

1. WELCOME
2. ROLE CALL
 - a. **Clint, Josh, Bill, Maria, Kristina**, Kathleen, Holley, (ADD) Jamie, Patrick (Bold indicates voting member) joined later: **Natasha, Chris Haynes**
3. MINUTES
 - a. Maria voted to approve, Josh second. No discussion. Committee voted to approve, Bill abstained.
4. TREASURER REPORT - tabled
5. COMMITTEE REPORTS
 - a. Advocacy -Holley Owings
 - i. Breakfast was successful
 - ii. 10 new faces from around the state in attendance
 - iii. **Holly to provide attendance, expense and income numbers by end of month**
 - iv. Next steps: follow up with legislators, start planning for next year
 - v. Next year will likely be lunch and site tour
 - vi. Consider teaming up with Design Professional Group in February next year
 - b. Emerging Professionals – Chris Haynes
 - i. Drafting digital needs assessment survey for students
 - ii. Pizza party did happen, we would like to be more involved than just writing a check next year
 - iii. **Cole is student rep. Will introduce him on call next month. Clint to share his contact info with Chris H. Clint to follow up with Christa and Sarah about adding Cole to list serve for group**
 - iv. Clemson is up for accreditation this fall
 - v. (ADD) In addition to Clemson student outreach, encourage Emerging Professionals group to include SCASLA Associate level members, who are new to the workforce in SC and may not have attended CU
 - c. PR – Kristina Harvey
 - i. Good response to WLAM, Twitter is in full swing and strongest reach 13k. Instagram reach 10k.
 - ii. Gained a lot of followers and have drawn a lot of people to website
 - iii. Future efforts will be directed toward website and away from social media (ADD) until more manpower available. Facebook Group is mostly for member discussions & would recommend a separate business Facebook page if mainly want posts promoting events and chapter announcements.
 - iv. Rebranding is going well. Coordinate with Kristina if you need new logo.
 1. Rules, colors, and fonts are available and necessary
 - v. **Kristina and Natasha to investigate vertical, collapsible banner for events with new branding**
 - vi. Membership (ADD) compared with PLAs in SC heat map has been completed.
 1. A lot of licensed professionals not members
 - vii. (ADD) We should consider promoting participation with South Carolina ACE Mentor Program to membership in efforts to spread awareness of profession

and increase diversity. ACE mentor program is excited to coordinate with us, we have an opportunity with that group

viii. **Send content for website (jobs, events, etc.)**

- ix. Starting Parking Day planning next month
- x. AIA Charleston would like to do coordinated event with SCASLA Charleston area members

d. Sponsorship – tabled

e. Membership – Jamie

- i. Working on survey and would like committee comment, expect a draft in next month
- ii. Jamie needs some help to get contact info for non-members to reach out to

6. Trustee Report

- a. Dues increase \$15
- b. SuLin Kotowicz – VP Finance, Kona Gray VP - Pro Practice, Dennis Nola - VP Membersip
- c. Public policy re urban development. Controversial for mention of climate change
- d. Mary Haque and Scott Parker were selected to be elevated for fellows
- e. Gordan Halfacre is in process for next year. Committee should select any additional candidates by next conference call.

7. UNFINISHED BUISNESS

8. NEW BUSINESS

a. Fellows – Bill

- i. Mary Haque and Scott Parker were selected to be elevated for fellows
- ii. Gordan Halfacre is in process for next year. Committee should select any additional candidates by next conference call.

b. SERC - Natasha

- i. Greenville at Hyatt next year
- ii. Date to be nailed down shortly
- iii. We will need all hands on deck to promote, plan and participate
- iv. Looking for an executive director/ event planner

c. Education and Awards - Kathleen

- i. Charleston in September or October
- ii. Call to coordinate that planning happening this week
- iii. Maria, Erika, Kathleen and Angelike are planning
- iv. Call for awards to go out in late June or early July

d. SCASLA Policies - Clint

- i. Reimbursement Policy
- ii. Leadership Roles and Responsibilities and Expectations

e. Elections

- i. Call for nominations expected to be announced May 22nd
- ii. President Elect, Trustee, Secretary, 2 Executive Committees at large

9. ANNOUNCEMENTS

a. Regional Chairs

- i. Clint – No plans for upstate
- ii. Maria - Organizing several Charleston events and myrtle beach and Bluffton
- iii. Midlands – no report

b. Apply SERC profits to National Chapter possibly

- i. **Bill to look into opportunities to specifically donate money**

- c. ASLA to publish a brochure to teach student about LA will be published. Clint has a sketch included in brochure.

10. ADJOURNMENT

- a. Bill moved to adjourn
- b. Natasha second
- c. Meeting adjourned 1:17pm