

2016-17 Executive Committee Meeting #5

Date/Time: Thursday, February 21, 2017 / start 12:00 pm – 1:00 pm

Location: on call By: Josh

Conference Dial-in: 1 (712) 451-0202

Conference Code: 734799

JKT host code: 1009

Attending: **Bill, Christa, Jaimie, Maria, Josh, Kathleen, Andrew, Clint, Erica, Sarah**

Agenda:

I. Welcome

II. Minutes

- a) Meeting #3 Minutes: Move to approve, Bill; Seconded, Kathleen. Passes unanimously.
- b) Meeting #4 Minutes: Move to approve, Bill; Seconded, Kathleen. Passes unanimously.

III. Trustee Report – Conference call later this afternoon

IV. Southeast Conference –

- a) Talking with Debra tomorrow to set a plan for reaching out to invite speakers.
- b) Jury for NY Chapter awards, jury meeting at SWA, 61 entries. NY will jury our entries.
- c) ExComm Attendance – would be part of SCASLA budget. Estimated cost for 10 attendees: \$2,500 for rooms (for two nights, not including tax); \$3,000 for registration. **Increase the Annual Mtg travel expense by \$1k to total \$6k.** Move to approve, Bill; Seconded, Kathleen.
- d) Christa to do eblast at least a week from last Friday's eblast, moving to bi-weekly eblast

V. Annual Sponsorship - \$8,500 so far in annual sponsorship, budgeted amount was \$10,000, a few outstanding verbal commitments. This exceeds last year's actual.

VI. Treasurer Report/FY 2017 Budget Vote

- a) Crescent Moon - Discussions about making a marketing video about the parks that changed America, \$3,500; 5-minute videos at \$10,000, could be shown as a compilation or individual. Want to include \$33,500 in budget under income and match this to the Misc. Video Production expenditure budget. Expect to find sponsors for the 5-minute videos, but possibly also for the promo video.
- b) **Add \$1k to Grant income line item**
- c) Event Sponsorship – Event sponsorship was designed to be a catch-all for any sponsorship for events not the main two conferences. Another Rock Hill event could raise the \$10k listed on the draft budget. Concern about over taxing sponsors. **Lower amount to \$5,000**
- d) Annual Meeting – **Increase to balance budget**
- e) **Josh will follow up with Natasha to update budget.**

VII. Public Relations- Josh forwarding update from Kristina

- a) "Since April is World Landscape Architecture Month, we will need to start spreading the word in March to membership.
- b) **Send Kristina videos and images for one day of National eblast usage. Date is in April. Send out eblast for this request once we have that date.**

VIII. Website – try links from eblast to see how it works, is it user friendly? **Sarah and Clint to work on website.**

IX. Awards – Mary and Mark applications submitted. Expect to hear back in March.

a) Advocacy Award – Due 2/28.

X. Membership Report - Tabled

XI. Advocacy Report – SCDOT bill support

a) Advocacy Day – March 29, Noon to 2 p.m.

XII. Section Reports – Open Streets Event in Columbia; Play conference in Clemson in early April (LACES, Christa)

XIII. Adjourn: 1:14 p.m.