

On the call: **Clint, Josh, Natasha, Bill, Maria, Sarah, Kristina**, Holley, Drew, Chris W, Chris L, Scott, Patrick (those denoted in bold are voting members)

1. Meeting called to order 12:04pm
2. Welcome and roll call, Clint: ASLA Spring Meeting will be end of next week in DC at ASLA and attended by President, Pres-Elec/Past Pres, and Trustee so Clint, Josh and Bill. There will be Advocacy training as well as CPC and BOT meetings. They will be participating in ASLA national Advocacy activities in DC
  - a. **Pass along any topic or issue to share with national ASLA or legislators offline**
3. Trustee Report, Bill not on call yet
4. Treasurer Report/Budget, Natasha: She is updating numbers to reflect the ED1 Upstate event and will report back. Generally 8k+ checking, 35k+ savings. All expenses for ED1/Greenville have been paid except for some printing. ED1 may have lost just a little bit of money, but didn't go over expected budget. Attendance/ticketing was lower than anticipated. ED2 Midlands/Columbia event venue, deposit paid
  - a. **Will send out updated \$ info soon**
5. Advocacy and component of ED2, Holley and Drew: Advocacy Social evening of May 1<sup>st</sup>. Venue changed to Convention Center. Social will begin 5pm-6, cash bar with appetizers provided. Presentation will be 6-7pm on Advocacy 101, to prepare and preface Legislative Breakfast with literature and procedures to be provided. Cash bar, apps provided.
  - a. **Update Eventbrite, website event, etc with venue change**
6. Face-to-face meeting: Exec Comm face to face to be after presentation (at game?). Lodging for exec comm to be close & central.
  - a. **Holley and Patrick to help coordinate lodging for listed leadership**
  - b. **Clint verify meeting location and participants or call-in info**
7. Advocacy Day/Legislative Breakfast: May 2, buffet style breakfast at State House, Blatt, Rm 112, 8am-10. Open to all members, Free. No presentation, Individuals to personally advocate with legislators.
8. ED2 Midlands: Convention Center opens at 10am (for registration) immediately following Legislative Breakfast. CEU info submitted and awaiting update/approval. Getting agenda and schedule finalized. There will be watershed info and casestudies presented. Scott discussed possibility of travelling from venue to do onsite tour near/at Bull Street. This may be moved to last on agenda. Will need to be aware of one presenter's schedule to not conflict with his LLR Board of Examiners Meeting that morning. Registration will be provided both days. Discussed need to get good pictures by leadership/members or hire photographer for short period during Legislative Breakfast at minimum
  - a. **Finalize schedule, presenters and locations to print/provide for attendees**
  - b. **Drew to reach out to photographer for event.**
  - c. **Reminder Eblast to entire membership and allied professionals to increase registration**
9. Studios+Olin Event with AIA Greenville: April 26<sup>th</sup> posted online
  - a. **Natasha and Clint to get more info and coordinate with membership and any Clemson student reviews.**

10. Sponsorship, Sarah: Going well. sold 8 out of 10 platinum, **3 lunch and learn**, & some online advertising. Feedback positive from sponsors so far. Emphasis was placed on using personalized one-on-one introductions with sponsors and also members.
11. Continuing Education, Michael (not on call)
12. SERC 2019, Clint: SCASLA leadership met last week with last year's SERC committee. All on board for SC to host next SERC 2019. Natasha will be leading efforts for next year's SERC 2019 and doing preliminary estimate of costs. Prefer targeting late Spring 2019 vs June (previously). Brief discussion on suggested locations to be either Charleston or Greenville. Charleston a little more expensive but desirable destination. Greenville recent new destination city so also good choice. General agreement for conference to be in either location as long as agreed to draw the most attendance when discussed with SERC planning committee.
13. PR/Public Awareness, Kristina: Rebrand/New Logo – shared folder with new logo, fonts, and guidelines by ASLA. Please use new logo on all potentially printed chapter information using mostly solid background and with approved of six color variations as recommended guidelines. Blue/white SC logo to be for social media only. SC Chapter name abbreviation when used without logo to be preference/decision of the leadership and can continue as SCASLA if preferred. Discussion ongoing.
14. WLAM: ongoing posts of designed spaces with TILA image and using #WLAM2018 online. ASLA continues their Instagram Student Chapter Takeover daily, offering great insights and ideas relevant to Emerging Professionals. Kristina encourage everyone to follow and check out prev posts by [@nationalASLA](#). SCASLA preparing for second half of PhotoChallenge posts on Instagram & Twitter and sent out request (to exec comm) for images to use for upcoming categories. Good reach so far – Instagram: 3,529 Impressions & Twitter: 3,555 Impressions from posts in April. Other local events & lectures on website calendar/newsletter
  - a. **Everyone encouraged to follow and check out prev posts by [@nationalASLA](#) for ideas and insights to mentoring and emerging professionals**
  - b. **Send images + photo credit/info for photochallenge**
15. Membership, Jamie: not on call.
  - a. **Clint and Jamie to follow up about membership survey**
16. Emerging professionals: Chris has set up a feedback method with students. Events with CU students ongoing.
  - a. **Bill interested to hear ways for Fellows to engage with emerging professionals**
17. Clemson, no one from CU on call: Josh, Natahsa, Clint, Christa, & David juried student presentations last Friday and spent time with them discussing benefits of staying connected and active with ASLA. Matt commented this was a great round/year of student presentations & possibly best yet due in part to SCASLA member participation. Upcoming Studio Pizza event, SCASLA sponsoring/buying pizza for them next Sunday night/emerging professional event.
18. Upstate Region, Chris W: thanks for all helping with ED1 event and excited for next Studios+Olin Event
19. Lowcountry Region, Maria: cocktail mixer a couple weeks ago in Charleston (with Victor Stanley) and another two coming up April 25 (with LandscapeForms & Border Concepts) and May 24 (with Coldspring)

20. **Keep reaching out to members and others for assistance with expanding committees and engaging some emerging professional members.** Clint described other committees like Awards (Kathleen) and PR (Kristina) have added members from other offices/SWa to help them.
21. Sarah updated she will be moving locations to Atlanta & still helping thru this year but will need to **replace her position**. Congratulations on the move! Her skills and contributions will be truly missed.
22. Move to adjourn, Josh, seconded by Bill. Unanimously approved. Meeting adjourned 1:03pm