

## MD ASLA Meeting Minutes

Date: November 20, 2024

Time: 6:30-8:00p

Location: Center for Architecture & Design (Baltimore, MD)

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### *Call to Order*

- The meeting was called to order at 6:30PM by Michael Pullano (President)

### *Swearing in of New Officers*

- Officiated by Past-President Joe Ignatius, as the Trustee position was in abeyance

### *Roll Call / Attendance*

- Voting Members:
  - Present: Michael Pullano, Mike Humes, Zach Brown, Eric Gilbey, Ali Salimian
  - Virtual: Patrick Whealton, Sarah Trautvetter, Chris Ellis, Laurel McSherry, JoAnn Trach Tongson
  - Absent: Paul Jester, David Myers, Edy Ruano
  - Quorum: Yes
- Non-Voting Members:
  - Present: Lauren Bostic-Hill, Javi Diaz-Ortiz, Maia Kessler
  - Virtual: Tracey Friedly, Jon Lutton
  - Absent: Gibbs LaMotte, Hayley Welzant
- Guests:
  - Lauren Gray, Jack Sullivan, Stephanie Cavanaugh, Kelly Rasmussen, Caleb Austin, David Phan

### *Executive Business (Michael Pullano)*

- Approval of Previous Meeting Minutes
  - Motion to approve previous board minutes by Patrick
  - Second by Sarah
  - Approved by all voting board members to carry motion
- Junior Professional Representatives
  - Motion to approve Javi, Hayley, and Maia as Junior Professional Representatives within MD ASLA board by Eric
  - Second by Patrick
  - Approved by all voting board members to carry motion
- Interim Trustee for 2024-2025 Year
  - Motion to approve Vernon Husted as interim Trustee for 2025-2025, replacing David Myers who can no longer serve.
  - Motion by Patrick
  - Second by Sarah Trautvetter

- Approved by all voting board members to carry motion
- Board Reviewed and Approved Meeting Dates/Locations for remainder of term
- Board reviewed final details for upcoming Dec. 2024 holiday party

### *Budget Update (Mike Humes)*

- Review of previous and upcoming budget
- Financial Snapshot
  - Cash on hand: \$18,373.68 (as of 11/20/24)
  - 2024 Budget: \$118,700.00
    - YTD Raised: \$92,522.00
    - YTD Expenses: \$88,919.95
- Upcoming Expenses: Holiday Party, AIA Payment, Misc.
- Projected Revenue: Holiday Party, ASLA National Happy Hour, Membership Dues, Gala Ticket Sales
- Projected Deficit/Surplus: **\$3,203.00 Surplus**
- 2025 Budget to be finalized at December meeting

### *Committee Updates*

- Awards Committee (Zach Brown & Jack Sullivan)
  - Review and approval of committee actions and goals for 2025
  - **Jury Swap Partnership:** Maryland to jury Georgia's 25-35 submissions in May/June; confirmed jurors include Rich Centolella, Sandra Clinton, Grace Fielder, Dennis Nola, with one more needed for a tie breaker.
  - **Gala Planning:** Venue selection underway; deadline December 6; preferred date May 1. Venues under consideration include 1840's Ballroom, BMI, AVAM, and others.
  - **Awards Timeline:** Call for Awards launches January 3; submissions due February 17; jury deadline March 30.
  - Committee to provide an update at December meeting
- Sponsorship Committee (Ali Salimian)
  - Discussion and approval of committee action and goals for 2024-2025
  - **Sponsorship Package Development:** Draft package due early December; includes a level menu, 2025 events calendar, and online advertising stats.
  - **Volunteer Needs:** Seeking cold and hot callers; tracking tools (Google Forms or checklist) to manage sponsor benefits.
  - **Future Enhancements:** Explore multi-year sponsorships, online payments, and revising benefit tiers to incentivize long-term support.
  - Committee to provide an update at December meeting
- Advocacy Committee (Chris Ellis)
  - Discussion and approval of committee action and goals for 2024-2025
  - **Legislative Prep:** MD legislative priorities shared by National; Maryland Advocacy Day and site tour planning for April or May 2025 pending feedback from Jack Neil (lobbyist)

- **Other Advocacy Efforts:** Evaluate Emeritus Status lobbying, tax on design services, and Forest Conservation Act renewal.
- **Action Items:** Meet with Jack N. to review 2025 contract; prepare for Maryland Legislative Session (Jan 8 – Apr 7, 2025).
- Committee to provide an update at December meeting
- Member Communications Committee (Michael Pullano, acting chair)
  - Discussion and approval of committee action and goals for 2024-2025
  - **Newsletter & Website Updates:** In 2025, newsletters will be split into two formats: Chapter/Member-focused (First Thursdays) and Events/Education-focused (Third Thursdays). December edition highlights include the Trustee Quarterly Letter, Sponsorship Package release, and Mentorship Session recap.
  - **Social Media Strategy:** Focus on award highlights and Fellows recognition; goal to boost LinkedIn presence and upload videos to YouTube.
  - **Action Item:** Reach out to Vernon for Trustee's quarterly newsletter message.
  - Committee to provide an update at December meeting
- Public Awareness Committee (Michael Pullano, acting chair)
  - Discussion and approval of committee action and goals for 2024-2025
  - **Advocacy & WLAM Planning:** Coordinating with Advocacy committee and Jack Neil for Federal/State Advocacy Days in May 2025, potential MD Governor Proclamation, and WLAM preparation for April 2025.
  - **PARK(ing) Day:** Starting coordination with Baltimore City for September event(s) and recruiting LA volunteers for various school locations.
  - **Governor Proclamation:** Planning to reach out to Governor for a potential recorded message for WLAM or PARK(ing) Day.
  - Committee to provide an update at December meeting
- Student Awareness Committee (Javi Diaz-Ortiz, Micaelae Ada)
  - Discussion and approval of committee action and goals for 2024-2025
  - **Student-Professional Mixer Recap:** 45 attendees at UMD event; sponsor: Vectorworks. Morgan State students unable to attend.
  - **Initiatives:** Mentorship program development with a goal for pre-spring semester launch; Morgan State student mixer in February, sponsored by Carbon Smart Wood.
  - **UMD SASLA:** Student chapter shared updates on program calendar: internship talks, workshops, and LABash fundraiser; shared Potomac chapter's interest in collaborating for Job Shadow Week and career panels.
  - **Action Items:** Plan Morgan State event, manage/launch mentorship program, review Job Shadow Week timeline/explore partnership with Potomac ASLA.
  - Committee to provide an update at December meeting
- Scholarship Committee (Joe Ignatius)
  - Discussion and approval of committee action and goals for 2024-2025
  - **Scholarship Forms:** Distributed online and to professors; due by 12/20 at 5pm.
  - **Action Items:**
    - Joe to connect with Mick about the Mahan Rykiel Scholarship payment.

- Remind students to submit forms and get professor recommendations via social media, flyers, and e-blast.
  - Committee to meet after New Year to review and decide.
  - Reach out to 2024 Fellowship winner Gabby Shelton for a Spring 2025 presentation.
  - Confirm EMBARK materials and coordinate future sponsorship or fundraiser efforts.
- Committee to provide an update at December meeting
- Professional Development & Climate Action Committee
  - Discussion and approval of committee action and goals for 2024-2025
  - **Conference Planning:** Initial team meeting held, exploring potential joint conference with Potomac ASLA in Summer 2025; one-day in-person event with virtual option.
  - **Climate Action Plan:** Committee to bring back the Climate Action Plan Challenge, create a related panel, and organize webinars on climate tools.
  - **Action Items:**
    - Confirm conference collaboration with Potomac ASLA.
    - Finalize sponsorship needs to be included in Sponsorship Package.
    - Connect with the UMD student chapter to promote the Climate Action Challenge to students.
  - Committee to provide an update at December meeting
- Emerging Professionals Committee (Michael Pullano, acting chair)
  - Discussion and approval of committee action and goals for 2024-2025
  - **LARE Fundraiser:** Planning raffle at the Holiday Party with donations toward the LARE Support Fund; assistance needed for advertising, pre-selling, and day-of selling. Payment options to be determined.
  - **Upcoming Events:** Tentative Film Series with Division 32 (March/April), Firm Happy Hours/Workshops in 2025, and potential EP Mentorship Program after student mentor program success.
  - Committee to provide an update at December meeting
- Fellows Committee (Jack Sullivan)
  - Discussion and approval of committee action and goals for 2024-2025
  - **Fellows Nominations:** Call for 2025 Council of Fellows nominations open through February 1, 2025; invitation to Holiday Party sent to Fellows.
  - **Fellows Celebration:** Planning special recognition for Grace Fielder and Chris Schein at Holiday Party on December 11, 2024.
  - **Action Items:** Jack and Michael to discuss holiday party details offline.
  - Committee to provide an update at December meeting
- Diversity, Equity, & Inclusion Committee (TBD)
  - Discussion and approval of committee for 2024-2025, newly introduced at MD ASLA October Summit
  - **DEI Advisory Committee:** Discussion initiated at the Strategic Planning Summit to integrate DEI values into chapter initiatives. A call for volunteers was sent out in the November newsletter.

- **Action Items:**
  - Michael working to find a Chair, discussing with JPRs per ExComm recommendation
  - Collect resources from National ASLA
  - Explore outreach opportunities with local community colleges for diverse student populations
- Volunteers and further development of committee to be discussed at December meeting
- Membership Committee (Patrick Whealton)
  - Discussion and approval of committee action and goals for 2024-2025
  - **Member Recruiting:** Focus on targeting non-members and lapsed members through mailer campaigns; ongoing efforts to convert sponsors into affiliates.
  - **Chapter Dues:** Discussion on potential dues increase for 2026 (due to National by August); comparison with other chapters' rates
  - **Action Items:** Patrick to follow up on lapsed member mailing results, circulate meeting schedule for committee, continue to provide membership reminders, and update membership graphics.
  - Committee to provide an update at December meeting
- By-Law Committee (JoAnn Trach Tongson)
  - Discussion and approval of committee action and goals for 2024-2025
  - **By-Laws Review:** Committee formed to compare current by-laws with ASLA National template; focus on transparency, access, privacy, and implementation.
  - **Action Items:** Committee to review By-laws, establish individual responsibilities, and discuss legal review with National. Patrick contacted Vernon (Trustee) and Paul (Secretary) about committee participation; goal to complete review and update board within 4 months of meeting
  - Committee to provide an update at future meeting

#### *Other Business (Michael Pullano)*

- Review and updates of the following items:
  - *Affiliate-at-Large Membership*
  - *ASLA Fund & Giving Tuesday*
  - *ASLA+LAF at UMD*
- Next Meeting: Virtual on Dec. 18th, 2024

#### *Adjournment*

- *Motion to adjourn: Sarah Trautvetter*
- *Seconded by Zack*
- *Voted and approved by all voting board members to carry motion*
- *Meeting was adjourned at approx. 8:20pm.*