

Welcome!



ASLA
COLORADO

Board and Committee Orientation
Moving Forward With Intention
January 19, 2021

OK Now What?

Ok, you got elected or appointed ... now what?

First a brief history and a few legalities

Then the practicalities (like getting reimbursed)

45+ Year History

- Founded in 1973, ASLA Colorado advances the profession by advocating the issues that affect members. The association provides professional education and programs and generates overall awareness for landscape architecture to the public through our public relations and government affairs efforts.
- Note about 1/3 of the revenue is from events, 1/3 from membership, and 1/3 from sponsors.

State Law (*CRS § 7-128-401*)

- Each director shall discharge the director's duties ...
 - In good faith;
 - With the care an ordinarily prudent person in a like position would exercise under similar circumstances; and
 - In a manner the director or officer reasonably believes to be in the best interests of the nonprofit corporation.
- Collectively this is known as your “**Fiduciary Duty**”
- Forward thinking is known as the “**Duty of Foresight**”
- You have a DUTY to speak up during the board meeting especially if you disagree
- You have a DUTY to read the board materials and the minutes
- You have a DUTY to be informed about the finances and activities

Legal Basics

- The 501 (c-6) “not for profit” status is part of the tax code granted by the IRS
 - Nonprofit is a tax status not a business model
- State Law governs not-for-profit corporations registered in the state (CRS 7-128-401)
- ASLA Colorado also has an affiliation agreement with ASLA National, and there are special conditions there
- Always remember it is **ILLEGAL** for industry association members to fix prices or collude in other ways so NEVER discuss pricing or market share. This is a criminal offense.

Board Duties

The board is the **ONLY** entity in the world that can promote the purpose and mission of the association.

Remember, the president signs all contracts (unless other arrangements have been made and there should be a written record of this)

If you sign a contract for something without board approval it is your obligation to pay for it, not the association's

Good Governance (IRS 990)

ASLA Colorado Conflict of Interest Policy

(Since 2008 the IRS 990 long form specifically asks about this)

... “If a director believes that he or she may be perceived, to have a conflict of interest, the circumstances of such a situation need to be disclosed prior to any discussion of the issue for which the conflict is thought to apply. The board shall rule at its first meeting thereafter if and when a conflict exists. The President may rule in-between board meetings. **If a conflict is ruled to exist the member in question shall be excused from all discussion and votes related to the matter in question.**” ...

Insurance

ASLA is insured under the ASLA National Policy for:

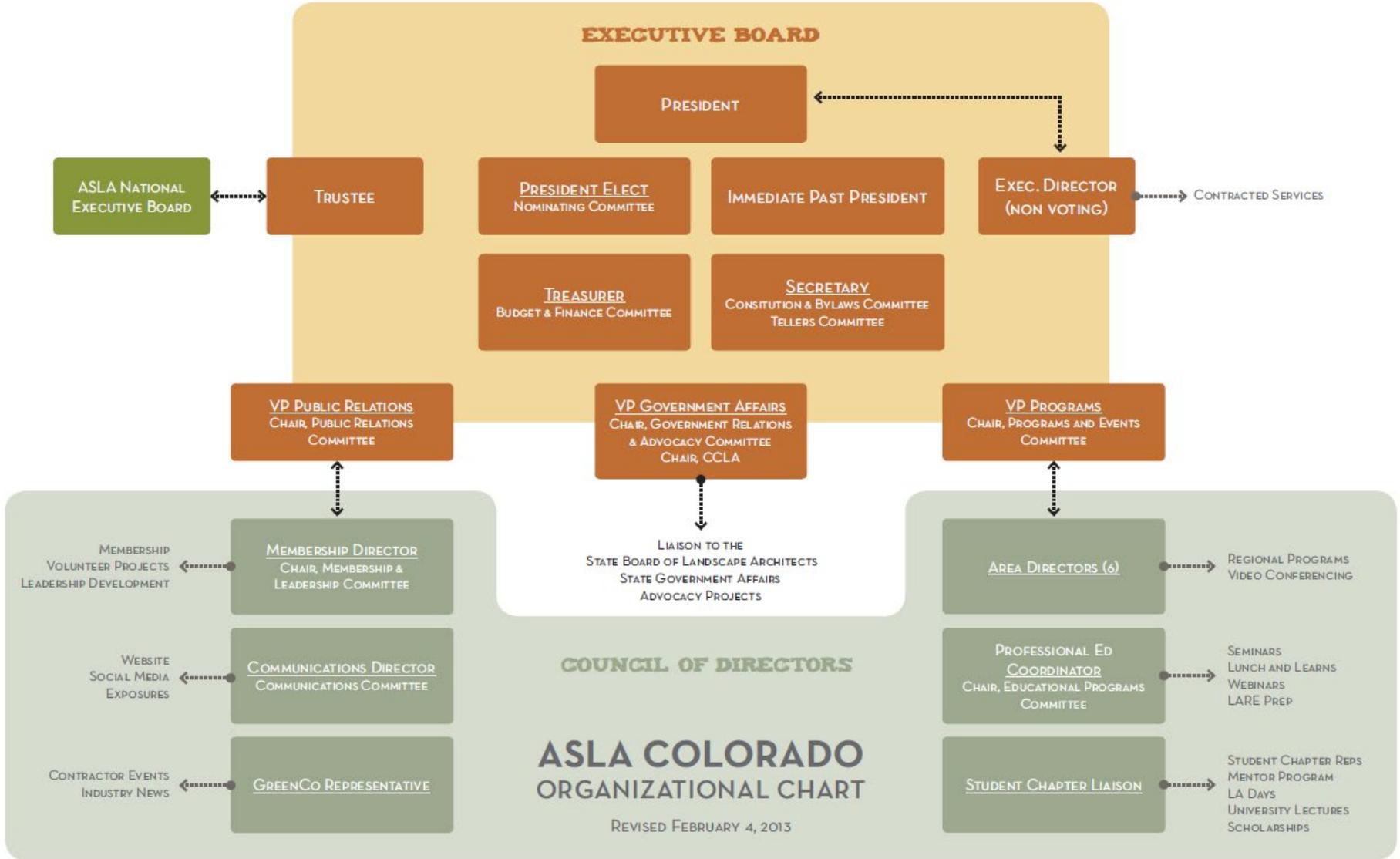
- Directors and Officers (D&O) Liability
 - Does not cover illegal acts ... so “do the right thing”
- General Liability
 - Endorsements can be made for special events with proper advance notice. Preferably when the contract for the event is signed.

Parliamentary Procedure

- Most association decisions are made by consensus
- Follow the agenda
- You can't discuss items that aren't on the agenda unless the president says OK, so when the agenda is approved be sure to mention anything not listed
- When in question we use *Roberts Rules of Order*
- A quorum of the board (5) s required to conduct business
- The minutes record the time and location of the meeting, participants and the outcome of the motions.
 - They are a record of what was done not what was said
 - For non-board portions of meetings they are a “summary”

Budgets

- Budgets need to be realistic
- Budgets don't need to always be balanced
 - Some budgets are “made to be broken”
- Budgets are a planning tool not a governing instrument (at least here)
- Budgets can be amended as the year progresses
- Look at your “bottom line” and compare overall revenues to overall expenses
- A detailed Profit/Loss Statement is available upon request from Greg Williams (contact info is below)



Board Meetings

1. Monthly 3rd Tuesday
2. In Person with Dial In Capacity
3. First is the Board Meeting
4. Needs a Quorum of 5 Elected Members
5. Add anything to the agenda first
6. Approve minutes
7. Accept financial statements
8. Other official action
9. Adjourn – usually 15-20 minutes
10. Then the Committees Report
11. First the Elected Committee Chairs, then the Appointed Committee Chairs
12. Try to keep it under 5 minutes each
13. This is brainstorming time too
14. Adjourn by 7:30
15. Confirm next meeting time/date

ASLA Colorado Positions and Committees (Jan 2021)

1. President (David Sprunt)
2. Past President (Jon Romero)
3. Secretary (Gretchen Wilson)
4. Treasurer (Rania Sawyer)
5. VP Government Affairs (Areti Athanasopoulos)
6. VP Communications & Programs (Sara Bonacquist)
7. VP Public Relations (Carl Runge)
8. Trustee (Robb Berg)

9. Equity, Inclusion, and Diversity Committee
10. Sponsorships
11. Membership
12. Student Liaison
13. Emerging Professionals
14. JSR Foundation
15. Community Outreach
16. Professional Education
17. Allied Professions & GreenCO Networking
18. Executive Director (Greg Williams) Program Manager (Elizabeth Conable)

Free Events

**Free is not
always best.
Cover your event
costs and make
some profit to
incubate the next
project.**

**Don't just break
even, make 20%
or more**



Budgets

Budgets have two parts

1. **Income** (registration fees, sponsorships, ASLA CO).
2. **Expenses** (venue rental, food/beverage, audio/visual, signage, gratuity, printing, postage, indirect costs (like using existing Constant Contact account for registration, free space in eNews, using existing PayPal for invoicing and credit card payments, cutting checks, and so forth)).

Income = \$2,500

Expense = \$2,000

Net = \$ 500

This shows a 20% profit ($500/2500=0.2 \times 100$). This is your “bottom line”. It means you kept 20% of your revenue (income). Sometimes referred to as “profit margin”.

We recognize “in kind” (free) contributions (like space) but we don’t count that in the finances. It is also not tax-deductible to whomever provides it but it could be recognized as a business expense, that is up to their accountant.

Various Resources

1. Chapter Operations Workbook (ASLA National)
2. Website www.aslacoloredo.org
 1. Executive Board Tab
 1. Bylaws
 2. Strategic Plan
 3. Constitution
 4. Policies
 5. Exec Cmte Handbook
 6. Check Request Form
3. Weekly Notice
4. Dashboard
5. Social Media postings (Facebook, Twitter, Instagram)

Chapter Operations Workbook

CHAPTER OPERATIONS WORKBOOK

CHAPTER OPERATIONS WORKBOOK

The Chapter Operations Workbook is a comprehensive resource for chapter leaders, and provides information including chapter operations, volunteer position descriptions, ASLA resources, forms and more.

If you need assistance navigating through the workbook, please contact Melissa Gobrecht, Membership Marketing & Chapter Services Manager at mgobrecht@asla.org or chapters@asla.org

CPC Central

Operating a
Chapter

Chapter Positions

Emerging
Professionals
Resources

Grow Your
Membership

Awareness and
Advocacy

Leadership
Development

More About ASLA

Important Dates

August 2, 2019: CPC Summer
Webinar, 3 PM ET
August 31, 2019: Chapter Dues
Report Deadline



Contact

Member & Chapter Service
tel: 1-888-999-ASLA
chapters@asla.org

Share this



ASLA National Chapter Resources Chapter Operations Workbook

A great resource

www.asla.org

The screenshot shows the ASLA Colorado website. The header includes the ASLA Colorado logo with the tagline "BE CONNECTED. BE INFORMED. BE BETTER." and a navigation menu with links for Chapter Leadership, Executive Board, Chapter Fellows, and Contact Us. A search bar is also present. The main content area is titled "This page is for Executive Board and Council of Directors only." and lists various resources such as "Expense Reimbursement Request Form 10-17-2015 (xls)", "Unassigned Volunteers (pdf)", "LA Board and Volunteer List 6-15-15", "ASLACO Event Posting Form (doc)", "ASLACO Storage Unit Information 5-2015 (pdf)", "Article on Using Staff Resources", "ASLACO Board Orientation 12-10-14 (pdf)", "ASLACO Org Chart_2-4-13 (pdf)", "ASLACO Position Descriptions 2014-15 (pdf)", "ASLACO Document Retention and Destruction Policy 2013-14 (pdf)", and "ASLA CO Letterhead 2013 (doc)". A sidebar on the right contains sections for "Leadership Contact" (with contact info: info@aslacolorado.org or 303-748-0321), "2015 Ballot" (with "Candidate Bios for 2015 Ballot (pdf)"), and "Chapter Bylaws" (with "ASLACO Bylaws (pdf) as amended 11-8-13" and "ASLACO Constitution").

Board Resources Page
www.aslacolorado.org

Lots of useful documents and materials

Hover cursor over “About” and then select “Executive Board”

This is where we keep the Expense Reimbursement Form

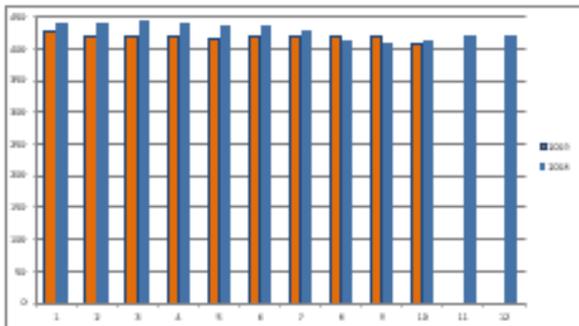
The strategic plan is here too, so are the bylaws.

If you see something that needs updated notify Greg Williams.

ASLA Colorado Dashboard - Key Performance Indicators

Milestones and Events		
Event Title	Date	Attendees
President's Dinner	Jan 22	54
JSR Fundraiser Brunch Forecast Success	Mar 5	38
Piel Oudolf "Flair Scranes" Screening	Apr 2	35
Film Screening - Oudolf's Flair Scranes Pt 1	Apr 2	138
Look for Loomahere	Apr 3	58
Over Upon a Plaqueground - Paul Callian Mt	Apr 17	28
Shrek Crawl	Apr 28	24
Spring Social	May 3	66
Treat for Public Land Happy Hour	May 30	36
Crowder Lining	June 26	
Denver Urban Gardens VolWork Day	July 13	
Urban Agriculture RHM Year	July 27	38
Fellows SummerFest	Aug 15	18
Cala Springs Site Tour for Elevated Office	Aug 17	15
Shrek and Piel with ASLA, Paul Callian	Aug 17	43
Denver Design Week	Oct 8-25	
LARE Prep	Oct 12	27
Annual Awards Event and Gathering	Oct 24	126
Total		637

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2013	423	413	413	413	417	413	421	421	413	483		
2014	433	441	445	448	437	435	423	415	418	415	422	428
2017	458	458	454	458	458	452	446	446	453	455	443	441
2016	464	463	452	454	464	462	455	453	443	447	448	444
2015	547	522	523	523	525	535	532	526	512	588	477	474



Membership Chart

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2013	\$ 2,483	\$ 4,353	\$ 7,843	\$ 3,418	0000	0000	0000	\$13,741	\$24,424			
2014	\$ 2,355	\$ 5,558	\$ 7,678	0000	0000	0000	0000	\$24,685	\$24,438	\$26,238	\$28,465	\$ 38,335
2017	\$ 3,468	\$ 5,868	\$ 7,738	0000	0000	0000	0000	\$22,328	\$25,228	\$27,318	\$29,538	\$ 31,623
2016	\$ 2,138	\$ 4,848	\$ 7,278	0000	0000	0000	0000	\$24,588	\$23,825	\$25,687	\$28,282	\$ 38,168
2015	\$ 2,565	\$ 4,678	\$ 7,838	0000	0000	0000	0000	\$28,887	\$22,642	\$25,372	\$27,297	\$ 28,888

Note: In Membership about \$500 is withheld by ASLA National for our insurance.
*This info usually arrives about the 20th of the month for the previous month.

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2013	\$ 74,774	\$ 77,114	\$ 88,354	0000	0000	0000	0000	\$84,288	\$34,863	\$85,234		
2014	\$ 56,873	\$ 53,218	\$ 68,883	0000	0000	0000	0000	\$74,328	\$77,732	\$68,886	\$75,784	\$ 75,848
2017	\$ 45,881	\$ 55,448	\$ 52,818	0000	0000	0000	0000	\$58,388	\$56,531	\$68,338	\$56,588	\$ 54,348
2016	\$ 66,825	\$ 62,143	\$ 64,348	0000	0000	0000	0000	\$53,432	\$56,723	\$64,154	\$58,753	\$ 43,881
2015	\$ 88,818	\$ 88,863	\$ 68,581	0000	0000	0000	0000	\$78,828	\$78,216	\$74,834	\$74,458	\$ 67,253

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2013	18	12	15	28	13	16	15	14	18	25			156.00
2014	8	8	13	18	3	7	7	3	16	14	18	3	128.00
2017	15	15	18	14	16	8	14	18	18	8	11	7	143.00
2016	17	18	25	26	15	14	3	14	14	14	15	15	135.61
2015	14	7	15	16	18	14	28	12	22	23	3	14	184.68

The Dashboard is your “at a glance” tool for monitoring the association’s pulse.

Events, Membership, Finances and more.

It is in your monthly board packet.



WEEKLY UPDATE: DECEMBER 22, 2020

[ASLA-CO GOOGLE CALENDAR \(Only Lists ASLA Events\)](#)

[JOB LINK](#)

Top NEWS



The weekly eNotice goes out to members and friends on Tuesdays. Text is due noon on Monday. There is a form for this. Then we assemble it and the president approves it on Monday.

Other Resources

1. **Redpoint Resources** manages the back office operations
 - a) Constant Contact, QuickBooks, PayPal, Website, Event registrations, and so forth
2. info@aslacolorado.org goes to Greg Williams (Your Executive Director) and Elizabeth Conable (Your Program Manager)
3. We have a storage Unit at 6th and Kalamath, email Greg W for details
4. Scott Meiklejohn is your **lobbyist** and monitors licensure and related issues at the statehouse
5. You can't get **reimbursed** for out-of-pocket expenses without submitting a request form which the Treasurer must approve (see above)
6. If you need anything **special** for an event or project it is best to request it as far in advance as possible
7. We have a **Google Drive** with lots of documents for committees and projects, email Greg W for an invitation to join it, you don't need a Google email

Video

ASSOCIATION STUFF

A fun video on planning stuff:

http://www.youtube.com/watch?feature=player_embedded&v=mKSvgmpVJFk

Try Something New



Have Some Fun



Be BOLD

