



# ASLA Colorado Board and Committee Orientation

November 2019

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# OK Now What?

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

First 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*)

- **Duty of Loyalty**
  - Place the interests of the organization first
- **Duty of Care**
  - In decision making and oversight
- **Duty of Obedience**
  - Comply with governing documents and decisions
- 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 here

# 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:

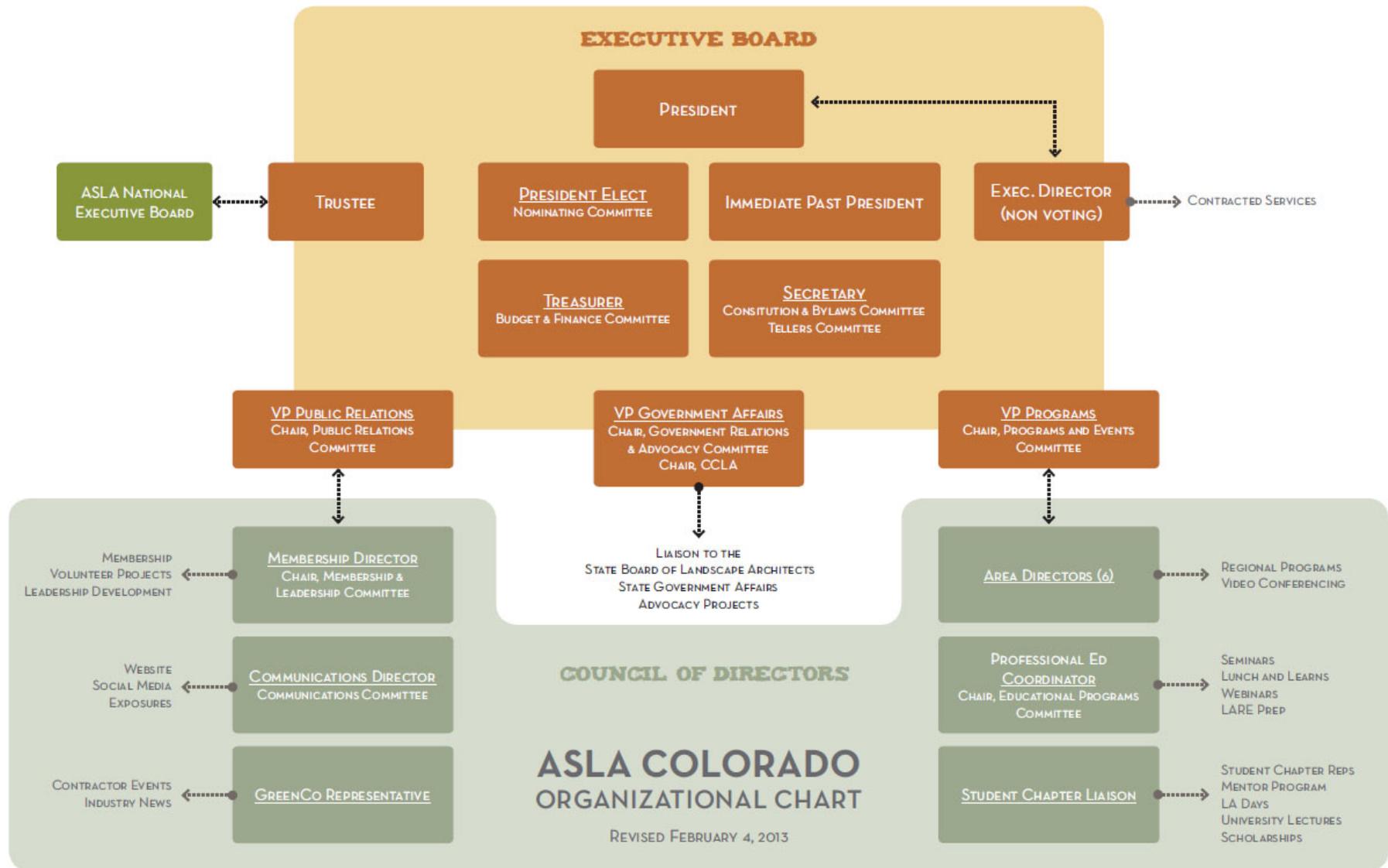
- Directors and Officers (D&O) Liability
  - Does not cover illegal acts ... so “do the right thing”
- General Liability
  - Endorsements can be made for special events with proper advance notice. Preferably when the contract for the event is signed.

# 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
- 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 3<sup>rd</sup> 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. Try to keep it under 5 minutes each
12. This is brainstorming time too
13. Adjourn by 7:30
14. Confirm next meeting time/date



## EXECUTIVE BOARD and COUNCIL OF DIRECTORS MEETING AGENDA

Date: November 19, 2019  
 Time: 5:30 pm – 7:30 pm  
 Location: Norris Design, 1101 Bannock St, Denver CO 80204  
**Free Parking in the Norris Parking Lot to North**

AUDIO DIAL IN  
 Dial this number and you will be on the speakerphone: 712-770-5252 Code: 435 135 #

5:30 pm ROLL CALL AND CALL TO ORDER  
 (Quorum = 5)

5:45 pm ACTION ITEMS  
 1. Approve Agenda (Jon Romero)  
 2. Approve Minutes (Daniel Morgan)  
 3. Accept Financials (Rania Sawyer)  
 4. 2020 Lobbyist Contract Renewal (David Sprunt/Rania Sawyer/Greg Williams)

### ADJOURN THE EXECUTIVE BOARD

6:00 pm PLANNING, COMMITTEE REPORTS, and DISCUSSION  
**5 Minutes Each Unless President Authorizes Extra Time**  
 1. Brief Board Orientation (Greg Williams)  
 2. Government Affairs (Susan Suddjian/David Sprunt)  
 3. Communications & Programs (Sara Bonacquist)  
 4. Public Relations (Carl Runge)  
 5. Equity, Inclusion, and Diversity Committee (Carl Runge/Alisha Hammett)  
 6. Sponsorships (Craig Stoffel/Tom Ellenwood/Jon Romero)  
 7. Membership (Craig Stoffel)  
 8. Student Liaison Update (Conrey Morris/Lauren Riordan)  
 9. Emerging Professionals (Conrey Morris)  
 10. JSR Foundation (Megan Jones-Shiotani/Tyler Kiggins)  
 11. Community Outreach (Will Coleman)  
 12. Professional Education (Michelle Britton)  
 13. Allied Professions & GreenCO Networking (Will Viitanen/Hunter White)  
 14. Trustee's Report (Robb Berg)  
 15. Executive Director's Report (Greg Williams)

7:30 pm Adjournment - Next Meeting: December 17, 2019

## **ASLA Colorado Positions and Committees (Nov 2019)**

1. President (Jon Romero)
2. Past President (Tom Ellenwood)
3. Secretary (Daniel Morgan)
4. Treasurer (Rania Sawyer)
5. VP Government Affairs (Susan Suddjian/David Sprunt)
6. VP Communications & Programs (Sara Bonacquist)
7. VP Public Relations (Carl Runge)
8. Trustee (Robb Berg)
  
9. Equity, Inclusion, and Diversity Committee (Carl Runge/Alisha Hammett)
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17. Allied Professions & GreenCO Networking (Will Viitanen/Hunter White)
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.aslacolorado.org](http://www.aslacolorado.org)
3. Expense Reimbursement Form
4. Weekly eNotice
5. Dashboard
6. Social Media postings (Facebook, Twitter, Instagram)

## 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](mailto:mgobrecht@asla.org) or [chapters@asla.org](mailto:chapters@asla.org)

<b>CPC Central</b>	<b>Operating a Chapter</b>	<b>Chapter Positions</b>
<b>Emerging Professionals Resources</b>	<b>Grow Your Membership</b>	<b>Awareness and Advocacy</b>
<b>Leadership Development</b>	<b>More About ASLA</b>	<b>Important Dates</b> 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](mailto:chapters@asla.org)

### Share this

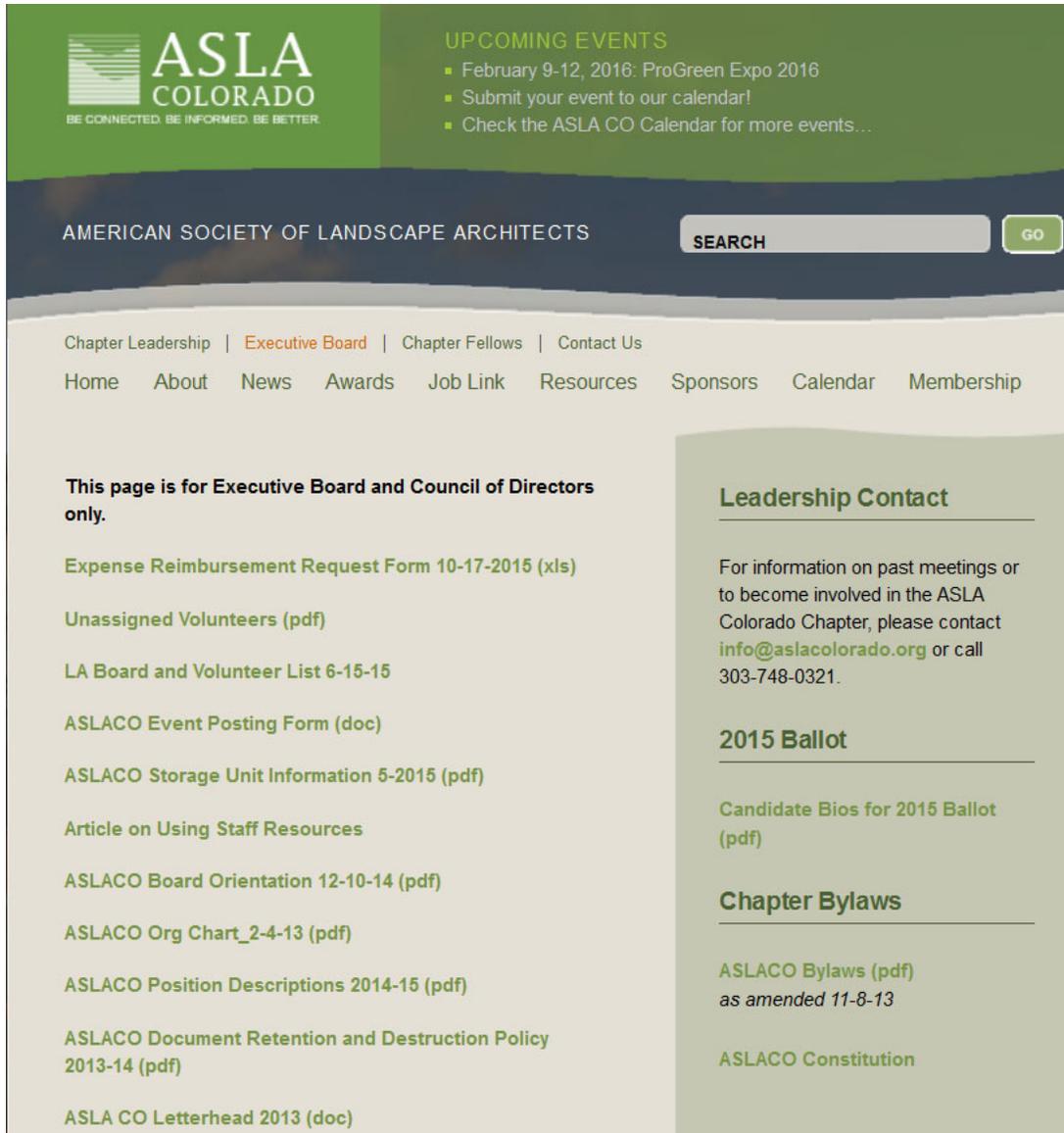


ASLA National  
Chapter Resources  
Chapter Operations  
Workbook

A great resource

[www.asla.org](http://www.asla.org)





Board Resources Page  
[www.aslacolorado.org](http://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

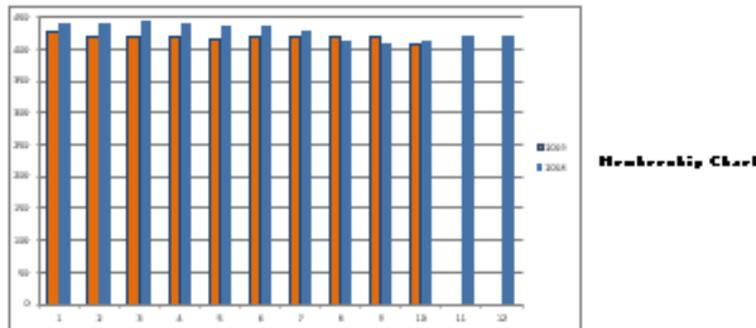
The strategic plan is here  
too, so are the bylaws.

If you see something that  
needs updated notify Greg  
Williams.

**ASLA Colorado Dashboard - Key Performance Indicators**

Milestones and Events		
Event Title	Date	Attend
President's Dinner	Jan 22	54
JSR Fundraiser Dine-in Parade Success	Mar 5	38
Piel Oudolf "Flair Scranes" Screening	Apr 2	35
Film Screening - Oudolf's Flair Scranes Pt	Apr 2	138
Look for Loomshere	Apr 3	58
Over Upon a Plaquehead - Paul Callian M	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	
Dinner Urban Gardens VolWork Day	July 13	
Urban Agriculture RHM Year	July 27	38
Fellows SummerFest	Aug 15	18
Colorado Springs Site Tour for Elevated Office	Aug 17	15
Shrek and Piel with ASLA, Paul Callian	Aug 17	49
Dinner DesignWeek	Oct 8-25	
LARE Prep	Oct 12	27
Annual Awards Event and Gathering	Oct 24	126
<b>Total</b>		<b>637</b>

Membership Count - Cumulative												
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2013	425	419	419	419	417	419	421	421	419	483		
2014	433	441	445	448	437	435	423	415	418	415	422	428
2015	458	458	454	458	458	452	446	446	453	455	443	441
2016	464	463	452	454	464	462	455	443	443	447	448	444
2017	547	520	529	529	525	535	532	526	512	588	477	474



Cumulative Membership Revenue - Cumulative												
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2013	\$ 2,483	\$ 4,353	\$ 7,843	\$ 3,418				\$13,741	\$24,421			
2014	\$ 2,355	\$ 5,558	\$ 7,678					\$24,685	\$24,438	\$26,238	\$28,465	\$ 38,335
2015	\$ 3,468	\$ 5,868	\$ 7,738					\$22,328	\$25,228	\$27,318	\$29,538	\$ 31,623
2016	\$ 2,138	\$ 4,848	\$ 7,278					\$24,588	\$29,825	\$25,687	\$28,282	\$ 38,168
2017	\$ 2,565	\$ 4,678	\$ 7,838					\$28,887	\$22,612	\$25,372	\$27,297	\$ 28,888

Note: In Member about \$588 is withheld by ASLA National for our insurance.  
 \*This info usually arrives about the 28th of the month for the previous month.

Total Checking Book - Cumulative												
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2013	\$ 74,774	\$ 77,114	\$88,354					\$84,288	\$34,863	\$86,234		
2014	\$ 56,879	\$53,248	\$68,885					\$74,328	\$77,732	\$68,886	\$79,784	\$ 75,848
2015	\$ 45,881	\$55,448	\$52,818					\$58,388	\$56,531	\$68,338	\$56,588	\$ 54,348
2016	\$ 66,825	\$62,143	\$64,348					\$53,432	\$56,723	\$64,151	\$58,753	\$ 49,881
2017	\$ 88,818	\$88,863	\$68,581					\$78,828	\$78,216	\$74,831	\$74,158	\$ 67,253

Budgeted vs Actual Hours - Cumulative														
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
2015	15	15	18	14	16	8	11	18	18	8	11	7		143.00
2016	17	18	25	26	15	14	3	14	14	14	15	15		195.51
2017	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.



## ASLA COLORADO WEEKLY NOTICE

November 19, 2019

BE CONNECTED. BE INFORMED. BE BETTER.  
VISIT US ONLINE AT [WWW.ASLACOLORADO.ORG](http://WWW.ASLACOLORADO.ORG)

Check our website regularly for new listings on our calendar and job links pages!

CALENDAR

JOB LINK

The weekly eNotice goes out to members and friends on Tuesdays. Text is due on the previous Friday. 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](mailto:info@aslacolorado.org) goes to Greg Williams (Your Executive Director) and Elizabeth Conable (Your Program Manager)
3. We have a storage Unit at 6<sup>th</sup> 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](http://www.youtube.com/watch?feature=player_embedded&v=mKSvgmpVJFk)

# Try Something New



# Have Some Fun



# Be BOLD

