



## MEETING MINUTES

### Southern California Chapter – Board Meeting

March 20, 2018

Meeting was called to order at 11:34 am in The Copper Conference Room, NAC Architecture and via Zoom conference call.

#### Attendees:

Orin Williams | President – Elect  
Leona Ketterl | Membership Chair  
Matt Riddle | Secretary  
Brett Hobza | Board (at-large)  
Dawn Brisco | Board (at-large)  
Annette Wu | NAC Architecture  
Laura Kazmierczak | NAC Architecture  
Tina Frank | NAC Architecture  
Saif Vagh | NAC Architecture

#### Absent:

Helena Jubany | President  
Mariana Lavezzo | HED  
Scott Hammond | Treasurer

#### Approval of Minutes:

February 2018 meeting minutes approved by all.

#### Discussions:

- Membership: Leona asks for most recent membership report or to be walked through the process of accessing it herself, says she has not received one since January. Dawn to assist. Also, Leona has sent a draft of “new members” letter and is asking for input on the message. Asks if we are doing welcome packets and if so, what do those contain. Matt mentions the “newsletter” option that was discussed at the February meeting as being a possible good first communication to new members. Tina says this is in the works but not yet ready. Leona asks if there is an existing template or format for emails- Tina will send Mail Chimp template to Leona for this use with the hope of using it as soon as this month.

- Design Awards: Mariana reports that Hazim is in the process of selecting potential jurors for the event. Tina mentions that the mechanism to register was not up and running at the time of the call for participants and the original deadline of 3/23 is fast approaching. Both Tina and Mariana suggest extending the deadline for registration by two weeks (to 4/6) and the board agrees. Orin asks if there is a list or register that we can use to call around and promote the awards and the new deadline. Orin (and Santa Ana Unified) to make these calls.
- Fall '18 Events: As the board discusses diversity the next round of events starting in the fall, Laura suggests something like what she participated in at Hazel-Wolf with an outdoor/stem tie-in and using more of a research based approach rather than all tours/networking. The group likes this idea and Leona suggests the topic(s) of bringing the inside outside, better playtime options, and ways to help fight childhood obesity by design and research.
- CEU's: Tina and Laura report that all events have been accounted for in terms of CEU's except for JAMS. Working on locating this information.
- Communications Plan: Tina is working together with Carla on the welcome letter and the newsletter. A4LE likes the idea of using existing templates and forms which will be our plan A but Mail Chimp is available as a plan B if needed. Tina suggests Google Drive and/or Dropbox for easier notes and file sharing. Tina to investigate further. Our group LinkedIn page is up but the only way to share info is through your personal page. Tina suggests adding Facebook but will further research its effectiveness and report back. The board as a whole is still processing what will ultimately be the most effective platform or platforms for communications and updates.

## Open Business:

- Upcoming Events:
  - April event: (Matt) Event is on as scheduled. Matt is finalizing plans for tour/speaker/lunch at Marlborough School. The event is set for 4/20/18 at 11:00 am. LPA Inc. and AKA to present.
  - May awards ceremony. Planning in process, subcommittees at work, Mariana to update.
- Membership Recruitment:
  - All board members should continue to promote within their own professional networks.
  - Forward LinkedIn Co. page once available.

## Meeting adjourned at 12:27 pm

April meeting will take place on Tuesday, 4/17 at 11:30 am via Zoom conference call.