CELA ANNUAL CONFERENCE BOARD MEETING - MINUTES

Conference Call Tuesday, 03 May 2011
1:30p CDT; 2:30p CDT

Chris Ellis, Will Green, Lee-Anne Milburn, Ken McCown, Patrick Mooney, Lee Streitz, Pat Taylor, Ming-Han Li, David Pitt, Lance Neckar, Vince deBritto, Blake Belanger, Terry Clements, Elen Deming

Regrets: Rob Corry, Bob Harris, Mary Myers, Sean Michael

Call-in Info: 1 800 325 1307 (then dial conference code: 361697)

Agenda: (If no report, please so indicate at the appropriate time during the call. Please stay within allotted times.)

1. Welcome (10 mins total)

2. Discussion/review of past minutes (2 Minutes)

Action: Ming-Han to look at this issue as part of the by-laws review, with follow up during monthly conference calls. He is to look for suggestions from current regional directors - geographical divisions, ideas, etc. Also to look into international regions.

-Ming-Han to provide update at next meeting

Action: Art Rice to ask Fellows if they would be willing to serve as confidential advisors.

-Art to provide update at next meeting

Action: Chris Ellis to prepare brief statement introducing Lee Streitz to the membership for the Forum.

-complete and ready for inclusion in the CELA Forum

Action: Chris to send updated constitution/by-laws to Pat Taylor for updating the website.

-Chris to send to Pat

Action: Lee to get list from Art of study-abroad or exchange programs, and develop current list for posting on the website.
-Lee to follow up with Art

Action: Art to discuss purpose of the fellows; confidential advisors; faculty mentoring; summer institute; Chair serves for two years (they need to have an election) at the meeting.

-to be addressed at next meeting

Action: Pat to look into whether we can develop an analysis tool that allows the selection of a minimum number of peer schools (selected) for analysis.

-draft is under review and information will be available shortly

Action: a subcommittee (Art Rice, Claudia Phillips, Sean Michael) is to examine this issue of ranking, choosing schools, and the role of AIS.

3. President’s update (Clements—8 minutes)

2012 CELA Conference (Deming)
-destinations for field trips and keynote speakers are in progress; waiting for a contract between their conference office and CELA
-trying to get William Cronon - U. of Wisconsin - as a keynote to speak to the theme of values - he has an understanding of the mid-west
-call for papers in early Fall rather than Summer
-track chairs and VP for research will be overseeing review of full papers
-have we resolved the issue of people giving too many papers?
-[comments from Patrick Mooney] too many papers, too many concurrent sessions
-tried to minimize same track more than once at the same time
-wishing there was some identification of student papers and/or consolidating student presentations

Strategic Plan update
-in progress

Summer Conference Calls
-June 15, July 13, August 10, 10:30pm CST

4. Committee Reports (50 mins total)

4.1 2011 CELA conference summary (Harris—5 minutes)
-$40,000 net revenue (tentative)
-Bob has volunteered to continue assisting with sponsorships for 2012 and within the organization
4.2 *Landscape Journal updates (Neckar/Pitt—5 minutes)*

- TILL-LJ and DATUM-LJ are under consideration as new names for "genius loci"
- financing the initiative: costs include web hosting and domain registration - anticipated costs of $100-200 per calendar year - finance through a delivery service for advertising revenue

**Action:** *Landscape Journal to discuss the issue of advertising with the University.*

4.3 *Interim Executive Director’s report (Taylor/Solco—5 minutes)*

- Pat and Dee are entering the LA CES entries into the system; resolving the final budget for the conference
- IRS penalty because of return that was never received was appealed and won - $3800 was returned

4.4 *Past President’s report (Deming—5 minutes)*

- none at this time

4.5 *Secretary’s report (Milburn—5 minutes)*

- The evaluation form was completed at the conference. The complete results with all written comments are available upon request. A brief summary:

<table>
<thead>
<tr>
<th>Question</th>
<th>Score / 5</th>
<th>Comments paraphrased/summarized from written results and/or interpretation of likert</th>
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</thead>
<tbody>
<tr>
<td>1. Presentations were professionally presented.</td>
<td>3.97</td>
<td>Mixed quality of presentation and content.</td>
</tr>
<tr>
<td>2. Presentations were of high quality.</td>
<td>3.87</td>
<td>Mixed.</td>
</tr>
<tr>
<td>3. Sessions were well organized.</td>
<td>4.05</td>
<td>Generally presentations were effectively grouped together.</td>
</tr>
<tr>
<td>4. Student moderators enhanced the quality of the sessions.</td>
<td>4.18</td>
<td>Very positive comments.</td>
</tr>
<tr>
<td>5. There were an appropriate number of presentations in each session.</td>
<td>3.89</td>
<td>Three presentations per session seem to be recommended.</td>
</tr>
<tr>
<td>6. Presentations were an appropriate length.</td>
<td>3.54</td>
<td>Too short. 20 minutes seems to be recommended.</td>
</tr>
<tr>
<td>7. The refereeing process resulted in helpful comments.</td>
<td>2.61</td>
<td>(between neutral and disagree) - concerns about quality led to comments about refereeing.</td>
</tr>
<tr>
<td>13. I prefer CELA conferences in large cities, even if that means we are at a conference hotel instead of a university.</td>
<td>2.85</td>
<td>(between neutral and disagree) - Variety/diversity of venues seems to be preferred.</td>
</tr>
<tr>
<td>14. I prefer CELA conferences in smaller towns.</td>
<td>2.38</td>
<td>(between neutral and disagree) - variety preferred.</td>
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<tr>
<td>15. The venue was appropriate.</td>
<td>3.44</td>
<td>Concerns about being &quot;below grade.&quot;</td>
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<tr>
<td>16. The food was of high quality.</td>
<td>2.7</td>
<td>Concerns about the opening reception - timing meant that people were looking for more food.</td>
</tr>
<tr>
<td>17. Conference registration costs are reasonable.</td>
<td>2.94</td>
<td>Basically neutral.</td>
</tr>
<tr>
<td>18. Conference hotel costs are reasonable.</td>
<td>2.67</td>
<td>Some concerns about rooms/internet as additional cost/quality for price</td>
</tr>
<tr>
<td>19. I’m a licensed landscape architect.</td>
<td>No - 60%</td>
<td></td>
</tr>
<tr>
<td>21. What is the one thing you’d most like to see us change?</td>
<td>20 minute presentations/fewer concurrent sessions</td>
<td></td>
</tr>
</tbody>
</table>

[missing questions relate to tours and LA CES - answers somewhat problematic - see unabridged analysis for results if interested]

- CELA Forum content is complete and should be distributed in final draft form this week

4.6 VP for Research report (Ellis—5 minutes)
- next meeting (and see comments above)

4.7 2nd Vice President’s report (Ming-Han Li—5 minutes)
- Regional Directors - Region 6 is vacant - two people have contacted him; Ken solicited faculty and administrators - Virginia Tech and Clemson faculty members have expressed interest
- The Board appoints someone to a replacement position.
- Brad Cantrell expressed interest in becoming more involved in CELA

**Action:** Ken McCown to resend call for Regional Director position out to schools in Region 6.

4.8 Fellows Academy report (Rice—5 minutes)
- no report - delay to next meeting

4.9 LAAB Representative report (Myers—5 minutes)
- no report - delay to next meeting

4.10 CLARB Representatives report (Phillips/Taylor—5 minutes)
- no report

5. New Business (if necessary—10 mins total)

**Action:** add Lee Steitz to the agenda for the next meeting.

For new faculty joining the board as regional directors it is recommended that we send them a letter and welcome them to the board.