

MEETING MINUTES

AIA Virginia | Meeting of the Membership June 16, 2017 (Virtual Meeting Held via Webinar)

Officers and Directors attending:

William T. Brown, AIA, President
Elizabeth A. Reader, FAIA, Vice President
S. Jeanne LeFever, AIA, Secretary
Nicholas E. Vlattas, AIA, Immediate Past President
John A. Burns, FAIA, Director
Phoebe A. Crisman, AIA, Director ex-officio
Randall A. Mars, AIA, Director
Damian L. Seitz, AIA, Director
Daniel Zimmerman, AIA, Director
R. Corey Clayborne, AIA, EVP (incoming)
Helene Combs Dreiling, FAIA, EVP (outgoing)
Robert J. Dunay, FAIA, Director ex-officio

Tim A. Colley, AIA, Vice President
Robert V. Reis, AIA, Vice President
J. Mitchell Rowland, III, AIA, Treasurer
Scott Boyce, AIA, Director
Lynden Garland, AIA, Director
Spencer E. Lepler, AIA, Director
Sean Reilly, AIA, Director
Fernando Viego, AIA, Director
Gina A. Robinson, Assoc. AIA, Assoc. Director
Chris Venable, AIA, Director
Karen M. Conkey, AIA, Director

Officers and Directors not attending:

Eric Keplinger, AIA, First VP/President-elect
Robert Easter, AIA, Director ex-officio

Staff attending:

Marshall Dreiling, Education Manager
Rhea George, Hon. AIAVA, Managing Director
Keesha Ezell, Director of Finance
Cathy Guske, Hon. AIAVA, Member Serv. Director
Rebecca Lonadier, Exec Assistant to the EVP

Motions Made and Approved:

The Membership voted as follows:

- Approval of the amendments to the AIA Virginia Bylaws, as revised by the Bylaws Task Group and endorsed by the Board of Directors.

Call to Order:

At 11:30 a.m., President Brown called to order a meeting of the Membership. He introduced to those on the webinar the Board members present. Mr. Brown spoke of the work the Board has done on the Strategic Plan and he reminded everyone of the purpose of the meeting. Mr. Brown noted that the approval of the November 3, 2016 Minutes will occur this November during the Annual Membership Meeting held at Architecture Exchange East.

President's Report:

Mr. Brown reflected on the first six months of this year's activity for AIA Virginia. He stated the Board has been making great progress on the Strategic Plan action items that were outlined at the Board retreat.

Treasurer's Report:

Mr. Rowland reviewed the Treasurer's Report. He noted that the balance sheet reflects revenue growth due to Architecture Exchange East booth sales and sponsorships, with only 10 booths left to sell. This makes up a large amount of the deferred revenue. Regarding revenue, supplemental dues collection is at 68% of budget but is up due to diligent work by staff to collect outstanding payments. Overall, there is both lower revenue and expenses for May and the projections for end-of-year show the potential to close in the positive.

Government Advocacy:

Mr. Colley began by stating that during the first half of 2017, the Council's focus has been on meeting several strategic plan goals. They have worked to build relationships with legislators, policy-makers, and government officials to position ourselves as the authoritative resource for design, building, resiliency, sustainability and policy issues affecting the built environment and the practice of architecture. They identified, built or reinforced

relationships with key influencers in the General Assembly and on Capitol Hill in Washington. Those relationships were particularly beneficial as they worked to preserve the Historic Rehabilitation Tax Credit during the 2017 Virginia legislative session earlier this year.

There was some movement on the efforts in the General Assembly to redefine what constitutes a small business in Virginia. It is anticipated that this will be an issue that will be considered again in the 2018 session. Though AIA Virginia doesn't take a position on this issue, we try to keep the membership informed of activity on this front so members can advocate for positions directly. The reason AIA Virginia has no position is because its members have strong views at both ends of the spectrum. The Council saw a number of regulatory bills last legislative session and anticipate that we will continue to see bills focused on reducing regulatory burdens in Virginia in future sessions.

Another major area of focus has been around developing an AIA Virginia Directory of Public Policies and Position Statements which incorporates the principles of the Virginia Accord with AIA Virginia's and AIA National's public positions into a comprehensive directory. Work began on this document in December of last year and the final draft was presented to the board for adoption at today's Board meeting. This 3-part document will help inform the development of our annual legislative agenda.

This final major area of focus for the first half of 2017 is building a culture of support for the PAC. As a reminder, no membership dues go into the AIA Virginia PAC to support political candidates. The AIA Virginia PAC Board of Trustees, which is made up of AIA Virginia members, are responsible for approving every disbursement from the PAC. They use several criteria, including the candidate's understanding of the profession's concerns, past voting record on key issues, committee assignments, and leadership positions. Through the PAC, AIA Virginia supports legislators or candidates for office who understand the profession and support its goals, without regard to party affiliation.

Professional Excellence:

Ms. Reader stated this fall's Architecture Exchange East will take place at the Greater Richmond Convention Center on November 1-3 and marks the 30th running of the conference. The theme for this year's conference is Collaboration. This year's conference will be run in partnership with the Virginia Chapter of the American Society of Landscape Architects. Registration for the conference will open at the end of August and run through the middle of October.

Design Forum XIII will be taking place at the Taubman Museum of Art in Roanoke on April 6-7 of 2018. The title for next year's Forum is BLUR: Redefining the line between Art and Architecture.

2017 marked the first running of the Art of Practice conference. This conference focused on the practice of architecture and brought together firm leaders from around the state. The conference was also used to start the Mid-Sized and Small Firm roundtables.

The Emerging Leaders in Architecture program continues into its ninth year. This year's project focuses on the Melrose-Orange neighborhood of Roanoke. The group will be presenting their project on November 2nd during Architecture Exchange East.

Communications and Outreach:

Mr. Reis stated the Council continues to advise with regard to engaging a communications consultant for AIA Virginia activities. Potential strategies to cover Architecture Exchange East are being discussed such as coordination of volunteers to submit content via a new active mobile conference app, chronicle *your* experience, iPhone interviews, play-by-play live blog and other activities.

Additional work that is in progress includes assessing e-communication and social media use, research on appropriate format, approach and design of an e-directory and creating a plan for a new publication that is an Annual Programming + Awards Review. Mr. Reis reported that the C+O Council is exploring the idea of growing and diversifying the C+O Council, potentially adding non-architects with marketing/PR/communications experience.

Action Item:

Ms. Dreiling (for Mr. Keplinger) indicated that the initial intent was to focus on grammatical and punctuation errors as well as correcting the organizational name change. It was also important to update the text to recognize outreach methods to the membership.

The substantive changes were presented to the Membership in a webinar on May 25, 2017 as follows:

1. The addition of a 4th Vice President to the Board would oversee a new Council on Membership issues.
2. The addition of a Public Director to the Board to allow a unique perspective or expertise onto the Board which may be beneficial to on-going work. Many other states have Public Directors.
3. Rules of the Organization. This is a separate, companion piece to the Bylaws. The Rules are approved by the Board and not by the membership but will not go into effect once the Bylaws are approved.

A motion was made and questions were taken.

One question was regarding the Public Director position. This would be a non-AIA member with expertise to guide the Board on certain issues deemed most relevant during that Director's term. There were no other questions posed from the attending membership.

The vote on the Bylaws passed.

Open Session:

Mr. Brown introduced Ms. Dreiling to share some closing remarks on her tenure as Executive Vice President. Ms. Dreiling stated that her most fond accomplishment has been in the cultural transformation of AIA Virginia. It is growing in individual and firm memberships. She has loved worked with the Board members during her tenure and most especially with her Presidents. She thanked them all for their dedication, hard work and creative thoughts throughout. Ms. Dreiling thanked the staff for their devotion, hard work and their creativity.

Adjournment:

There being no further business to come before the Membership, Mr. Brown adjourned the meeting at 12:30 p.m. The next meeting of the Membership will be held on November 2, 2017 at Architecture Exchange East.

Minutes prepared by:
Minutes Reviewed by:

R. Corey Clayborne, AIA, Executive Vice President
S. Jeanne LeFever, AIA, Secretary