



Minutes of the AIAS Grassroots Council of Presidents' Meeting
Sunday July 10, 2016
American Institute of Architects
1735 New York Avenue NW, AIA Boardroom
Washington, DC 20006

Attendees:

Officers

Sarah Wahlgren, Assoc. AIA, President
Rachel Law, Assoc. AIA, Vice President

Directors

Danielle Mitchell, Assoc. AIA, Past President
Jeremy Gentile, Director, Midwest Quadrant
Clayton Daher, Director, Northeast Quadrant
Jenn Elder, Director, South Quadrant
Elizabeth Seidel, Director, West Quadrant
Dennis Ward, FAIA, NCARB – 2016-19 NCARB Liaison
Stephen Vogel, FAIA, 2015-17 AIA Liaison
Carmina Sanchez-del-Valle, PhD, 2016-18 ACSA Liaison
Nick Serfass, AIA, CAE, Executive Director

Delegates

Guests

Charlie Klecha, Assoc. AIA, Past President
Joel Pominville, Assoc. AIA, Past Vice President
Ashley Kopetzky, Past Director, West Quadrant

National Staff

Jessica Mason, Director of Public Relations
Kimberly Tuttle, Director Leadership + Career Services
Natalie Neumann, Director of Digital Media
Lauren Fields, Director of Programs + Events

1. 8:30am Call to Order, Roll Call and Approval

President Wahlgren called the meeting to order. A welcome to the guests.
Vice President Law called the roll of the Board, delegates and guests in attendance.



President Wahlgren called for a motion to approve the minutes for the 2015 FORUM COP meetings in San Francisco, CA.

So Moved: University of Kentucky
Seconded: Portland State University
Motion passes unanimously

President Wahlgren asks for any amendments to the proposed agenda. Vice President Law discusses the amendment explaining the announcement of the 2015-2016 Honor Awards.

President Wahlgren called for a motion to approve the amended agenda for the 2016 Grassroots COP Meeting in Washington, DC.

So Moved: University of Nevada – Las Vegas
Seconded: Iowa State University
Motion passes unanimously

2. 8:45am Financial Update - Serfass

Executive Director Serfass discussed the projected budget for FY16 and the FY17 budget.

3. 9:00am Governance Update - Mitchell

Past President Mitchell gives brief report of the work for the 2015-2016 Governance Committee. Past President Mitchell reviewed the proposed Mission Statement for the AIAS.

9:00am Past President Mitchell called for a motion to accept the proposed Mission Statement for the AIAS.

Seconded: UT Arlington
Motion passes unanimously

DISCUSSION

Hawaii: [quote]

Kansas:

Woodbury: wants more investigation into Vision Statement

P Wahlgren: answers with charge of 2016-2017 Governance Committee

4. 9:06am Questions – Wahlgren

P calls for questions or comments regarding Finance and Governance reports

PP identifies importance



5. 9:08am Awards and Recognition - Wahlgren

P asks for discussion on process

DISCUSSION

Montana State: Difficult to find info on protocol and submittal process

Serfass: replies – new submission portal for this coming year

VP: lack of design excellence submissions – although open to all years

CMU: design neglected in national/local programming – not a primary, not an association directly associated

Detroit-Mercy: marketing/advertise

Serfass: inquires what channels is best for marketing/advertise

Vogel: studio faculty as channel

Dunwoody: marketing collaboration for publications, partnering with AIA/collaterals

Serfass: speaks of press releases w collaterals, and more partnerships and sponsors

PSU: +1 Detroit-M

RWU: lack of examples, and know what we are expected of, how in depth

Montana: +1

9:18am RWU motions to charge H&A provide more information /examples in process

Seconded: Montana

Motion passes unanimously

President Wahlgren congratulates the 2015-2016 Board on a successful year.

President Wahlgren congratulates the 2015-2016 Committees of the Board on a successful year.

President Wahlgren congratulates the 2016 Spring Quad Conference hosts for a successful year.

President Wahlgren announces and congratulates the host chapters for the 2017 Quad Conferences.

Midwest 2016 Spring Quad Conference will be held in Chicago, IL and hosted by Illinois Institute of Technology.

Northeast 2016 Spring Quad Conference will be held in Toronto, ON and hosted by Ryerson University.

South 2016 Spring Quad Conference will be held in Miami, FL and hosted by Florida International University.

West 2016 Spring Quad Conference will be held in Portland, OR and hosted by University of Oregon.

6. 9:55am Membership Update - Law

Vice President Law discusses membership numbers from the 2015-2016 year. Overall membership has reached a plateau, which in this case is a good sign after a downward trend.



She then discussed the advances in membership processing, membership benefits, and Membership Month plans for the 2016-2017 year.

DISCUSSION

FIU: renewal confusion

WENTWORTH: Autorenewal?

Serfass: fee structure – talk with BOD

WQD: Caution – refund – problem

Nebraska: Don't know when to register

MWQD: Opt-in autorenewal?

Iowa: Lump year – fee structure

Serfass: Referred to FY15 survey of fee structure

Mitchell: Discussed at COP FY16 – no consensus

RWU: +1 Iowa

7. 10:15am Advocacy Task Force

Past Director Kopetzky and Chair of the Advocacy Task Force Gray gave a report on their work throughout the year. Publication to be distributed.

8. 10:18am Quad Conference Task Force

Past Director Kopetzky gave a report on their work throughout the year. Rewritten the Quad Conference Planning Guide to be distributed.

9. 10:25am Committee Appointments - Wahlgren

President Wahlgren and Vice President Law presented brief explanations of the 2016-2017 committees. President Wahlgren announced a call for committee chair and member application.

10. 10:30am Discussion on Design Committee and Advocacy – Wahlgren

DISCUSSION

California Baptist: Competitions – size and scope

Serfass: partnerships, Joel looked into designing in house competition

Woodbury: Napkin Sketch competitions, photography competitions

Serfass: Please hit me up on Snapchat

Wahlgren: How can we better represent our student design work?

Kentucky: Social media – online portfolios

Auburn: Representation – competitions and way of communication

Serfass: Task for Spring – redesign the Newsletter

Kansas: Publication from competitions to be a showcase of schools – exhibit at conferences

Serfass: Yes, and – content on website



NC State: Focus on showcasing publications/work of students.

Advocacy – sustainability...

Georgia Tech: Time management aspect of submitting competitions – local chapter ideas: promoting design and design capacity of our individual members

FIU: Need for a publication annually – act as a portfolio of student work

Wahlgren and Serfass: CRIT is available biannually. CALL FOR SUBMISSIONS FOR CRIT.

Wentworth: Be aware. Make your faculty aware.

Ryerson: +1

Iowa: Problems submitting – make it accessible on the website

Auburn: Where does CRIT go? – distribution to collaterals

Serfass: CRIT is sent to our college subscriptions – can look into improving distribution to firms (Design Alliance)

Past WQD: +1 to Wentworth – Marketing director at local chapter = CRIT ambassador, make a point person

Texas A&M: Own chapter have their own school's magazines – +1 to point person, rethink reassigning

FIU: Is it possible for chapters to create their own competitions and get backing from Nat'l Office?

And highlighting it/publishing it in CRIT.

WQD: What would our submissions look like? How can we take something we've already got and repackage or submit it?

Jessica Mason: Notes on CRIT submission guidelines and content call.

Hawaii: Question for other chapters – collaborating with AIA on their competitions – submitting there

PSU: +1

FIU: Design Merit Award at AIA Miami

Montana State: Point of Order

ACSA Sanchez: Point of Information – AIAS sponsored competitions – be aware and caution the organization to their partnerships

11. 11:00am New Business – Wahlgren

FIU proposed a collaboration with AIAS – Walk on Water competition

11:00am FIU motioned that the Board of Directors investigate the possibility of working with Walk on Water to launch a Walk on Water competition nationally for every chapter.

Seconded: Kentucky

DISCUSSION

Kentucky: Temperature? Access to water?

FIU: Pool as a resource

FIU: Event is open to investigation – it would be up to the chapter and AIAS to find a better means to make this happen. FIU has been doing this for 25 years. Willing to guide everyone.

RWU: Concerned with injury



PSU: Where would the funding and resources come from that? – if the suggestion was to have them at conferences – would students have to pay more out of pocket with an already heavy fee of conference attendance?

FIU: responds sponsors

Texas A&M: Piggy backing on idea of having a Design Committee – this sounds very area specific. Implementing competition portion of a conference – since we meet at least 3x a year. Introduce new themes every year.

MassArt: Time concerns at FORUM and Quad – tight programming. Charge SQ to implement at their Quad Conference first, before diving into full national implementation

Serfass: a website promotion – suggestion of programming opportunities

UMassAmherst: Weather +1 – could be based on location

Kansas: +1 Serfass – snowball effect –

Joel, New School, +1

PP Mitchell: suggests that BOD implement this as a resource for chapters can use –

Abstentions

LTU

New Mexico

Kansas

Georgia Tech

PWQD Kopetzky bring Point of Order for discussion in terms of what Advocacy Task Force can take ownership of.

DISCUSSION

New School: AIA California surveys on relationship between emerging professionals and firms

Oregon: Social impact – role of architects to do that – lacking in education – information/ resources in terms of advocacy

Wellness – social impact – human health

Both should be taken into consideration.

Joel: Studio culture – refined view in the past. Perhaps approach the idea of SUSTAINABILITY/RESILIENCE in a broad umbrella to dive into that. – filter that down – let that be a natural process

PSU: +1 Oregon – bring to attention that going towards public interest design – encroaching scope of FBD

Law: Equity and diversity

Texas A&M: EQxD – the role of diversity in the profession – look at in our schools – teachers, students, what role diversity plays in their schools. Survey. Data. To open more discussion.

Dunwoody: +1

Professional Advisory Committee at school – Dunwoody was designed in response to the profession. Their school's demographics really mirror the profession. Bring more level of awareness. Labelling it.

Auburn: +1

Looking into how issues relate to us geographically. How do we add focus to geographical impact – through Quads.

Dunwoody: +1 – regional and smaller levels are where things happen



Georgia Tech: How can we actually concretely get these ideas into action?
PP Mitchell: suggest table discussion

11:21am MassArt moved that a discussion beopens discussion – national leadership should have more leadership experience

Seconded: CMU

DISCUSSION

PSU: Prior experience is not needed – AIAS membership is putting the trust in you – will see leadership potential in you no matter what

lowa: Discouraging requirements – unlikely that membership will choose an ill-equipped BOD
PWQD: +1

Wentworth: We may be limiting opportunities –

Andrews: (speaking in favor of the opening statement) important for expertise in state of organization – Officers have a large responsibility

MassArt: responds – clarification, specifically for Officer positions (President specifically)

NC State: Limitations reduce pool – thus limiting opportunities to the people in this room

UTA: Not everyone will want to step up – focus on

LTU: +1 Wentworth

Cal Poly SLO:

Philly U: Some BOD members are perhaps not as invested – members may be more invested

Point of Question: Jenn, second, Liz

Motion to take a vote

Unanimous

Aye

CMU

Massart

Andrews

Nay

....

Abstain

Kentucky

Georgia Tech

11:36am FIU moved that quad hosting chapters receive discounted membership dues to all the members of that chapter for the year they host the quad



Seconded: NYIT-Manhattan

DISCUSSION

Joel: point of information.

historically accurate – inflation of membership during Quad year – downfall year after is typical.

FIU: responds

MassArt: national income comes from Quad and FORUM – discounts may hurt. Snowball to FORUM?

Serfass: any changes/recommendations will not happen until next fiscal year

SCAD: Programming should come first before suggesting discounts – membership value

CMU: +1

PWQD: Quad bidding is voluntary. It is up to the Quad Conference specifically to provide discounts.

Ohio State:

UNLV: Having huge attendance is not proof of success.

Nebraska: Each chapter has the opportunity to reduce local dues

WQD: Clarification – garnering support for more bids

FIU: boost membership to support Quad, becomes more of a membership value

Iowa State: +1 Kopetzky

CMU: Sell the opportunity of hosting a conference as a membership value instead of a discounted membership

UNLV: More national involvement – in execution of Quad Conf

Serfass: responds

Call the question

Second: Director Daher

Motion unanimously

Vote for original motion

Aye

FIU

Nay

Abstentions

11:52am UNLV moved that Membership Committee be charged with looking into an increase of high school chapters

Seconded: NJIT

DISCUSSION

Serfass: Point of Order – BOD16 voted for HS membership now at \$0

Mitchell: History – BOD13 Membership Committee studied HS membership –



UNLV: responds – decrease interest of students in architecture
Ryerson: good flow of membership perhaps for AIAS
UTA: Point of Information – partner with local AIA to reach out to HS students. Recommend chapters talk with local AIA. Outreach program instead of looking in to HS chapters.
Nebraska +1

Iowa State: Call the Question
Seconded: PSU
Motion
Abstentions - Massart

Vote on original motion
Aye
Nay 9
Abstentions 3

11:59am FIU moved that we charge the board with the task of creating a membership app by the beginning of fall semester for smartphones and tablets that will allow the registration of new members to be mobile and efficient.
Seconded: UNLV

DISCUSSION

Montana:

12:00pm Montana moved to 1 min each

12:00pm UNLV moved to amend timeline to next fiscal year

FIU accepted amendment
Second: Kentucky

Serfass: Yes, if – time, resources (staff), money provided
FIU: Website – mobile compatible
Natalie: Clarification – registration through NetForum platform in partnership with AIA – third party
MassArt: +1

12:03pm MassArt moved to amend that the app be specifically geared towards membership and not event-based. Developed by fall 2017
Seconded: UNLV

Keene State: What would the app do specifically that the mobile compatibility not do?
FIU: clarification
Wentworth: Argue that membership registration is still quick and accessible – if you make it to be at our chapter

MassArt Call the Question
Seconded: PSU

Vote



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Aye
Nay - majority
Abstentions 3

12:09pm Serfass moved that the proposal be an investigation and reported back to COP at Forum Boston.
Seconded: Drexel

Aye - majority
Nay
Abstentions 4

12. 12:00pm Adjourn

12:11pm NJIT motioned to adjourn the 2016 Grassroots Council of Presidents' meeting.

Seconded: PSU
Motion carries unanimously

Respectfully submitted on July XX, 2016,

Rachel Law, Assoc. AIA
Vice President | AIAS