



## **American Society of Landscape Architects San Diego Chapter**

### **Request for Proposals for Executive Director Services December 2024**

American Society of Landscape Architects (ASLA) is the national professional association for landscape architects, founded in 1899. ASLA represents roughly 48 professional chapters with 16,000 members, 76 student chapters, and 6 student affiliate chapters. The Society's mission is to lead, to educate, and to participate in the careful stewardship, wise planning, and artful design of our cultural and natural environments. Members of the Society use the "ASLA" suffix after their names to denote membership and their commitment to the highest ethical standards of the profession. FASLA denotes a fellow and is the highest honor conferred to a Landscape Architect in recognition of exceptional accomplishments over a sustained period of time.

The American Society of Landscape Architects San Diego (ASLASD) Chapter was officially founded in 1976 with roughly 200 members. **Our mission is also to lead, to educate and to participate in the careful stewardship, wise planning and artful design of our cultural and natural environments specifically but not exclusively within the San Diego region.** We accomplish this through multiple channels 1) membership recruitment, communication and education 2) Community outreach, advocacy and education 3) Legislative advocacy and education.

The ASLASD Chapter Board of Directors is seeking a qualified Executive Director with professional skills and services to meet the ongoing mission and goals of the ASLASD Chapter. The Executive Director and/or firm will report to the President of ASLASD and the primary focus to support and assist the board members and committee chairs to execute the work of the chapter and provide consistency and institutional knowledge as the BOD evolves from year to year. The Executive Director position will require 70-80 hours of contracted monthly labor. The scope of services falls into four categories: 1) Administrative management, 2) Financial management, 3) Event management (fundraising, education, outreach), and 4) Legislative management.

The volunteer Board of Directors (BOD) is comprised of a President, President Elect, Past President, Secretary, Treasurer, Vice President of Membership, Vice President of Community Outreach, Vice President of Education Programs, Vice President of Communications and Visibility, Chapter Trustee, and two California Council of ASLA (CCASLA) Director representatives. There are also multiple committees that work to promote and achieve the chapter's goals. Current committees are Climate Action, Golf Tournament, Emerging Professionals, Urban Public Spaces (UPS) Committee, and Nominating Committee. We are looking to fill the chair position of the HALS (Historic American Landscapes Survey) Committee.

## **Administrative Management**

1. Executive Director shall answer calls as “ASLA San Diego” on a dedicated phone line. Respond to phone calls, faxes, emails, and text messages within two business days.
2. Executive Director shall update Chapter President (or President-Elect if current President is not available) on workload and determine priorities for the monthly board meetings and coordinate with the Secretary to solicit agenda items received from each of the board members for the monthly meetings. Assist with proofreading the agenda and minutes. Remind the Secretary to send the monthly meeting reminder a week prior to the meeting with board packet (agenda, past month(s) minutes, and reports) to the board at least 24 hours prior to the meeting.
3. Prepare Executive Director’s activity report to be distributed with board packet or present verbal report at Board meeting. This shall include chapter sponsorship updates, income received and to be collected, special communications with National and updates on upcoming events.
4. Coordinate with Secretary to confirm attendance in Board meeting to confirm quorum and notify President if quorum is not met.
5. Executive Director shall keep and update a current list of meeting & events spaces of varying sizes with contact names, phone numbers, room sizes and pricing.
6. Executive Director shall handle incoming and outgoing communications between ASLA National (located in Washington DC), California Council of ASLA (the umbrella council for the 4 chapters in CA, Northern, Sierra, Southern and San Diego), and the SD Chapter and/or refer calls to the appropriate Executive Committee member, California Council of ASLA member or Chapter member within three business days. Executive Director shall provide information via phone or in writing and/or refer requests to the appropriate Executive Committee or Chapter member within three business days.
7. Executive Director shall assist the Past President in the production of the Executive Committee Year-End Report and assist the Board Secretary in the maintenance of annual business archives and electronic files on backup systems (OneDrive) to protect Chapter data. Provide a copy of the Executive Committee Year-End Report prepared by the Past President to the President and President Elect.
8. The Executive Director is responsible for Chapter storage unit inventory and organization, distributing storage unit keys temporarily to Chapter Chairs and VPs when needed, coordinating event supplies stored there and being point of contact for Storage Unit Company. At the annual Board Retreat each year, provide the Executive Committee with updated storage unit inventory list.
9. Notify the chapter Secretary and Nominating Committee to start the Election process for the election of new Board members 150 days prior to the National Annual meeting or an alternate date to be set by ASLA National.

### Terms of Board of Director

President Elect – President - Past President (3 year term)

Trustee (3 year term)

Treasurer (2 year term)

Secretary (1 year term)

CC ASLA (2 year term)

VP Visibility/Public Affairs (2 year term)

VP Membership (2 year term)

VP Community Outreach (2 year term)

VP Programs/Education (2 year term)

VP Social Activities (2 year term)

10. Assist with the administration of the annual Board Elections via constant contact and email ballot voting.
11. Support the Secretary to assist the Past President to collect from Board members reports on their responsibilities and activities, no later than 14 calendar days prior to the National Annual meeting, usually in October. If requested, the Executive Director shall provide assistance to the Past President to update, complete and submit the online Chapter Report from the prior year.
12. Maintain and keep current the Chapter Bylaws and Policies when changes are proposed by the Board. Assist Secretary in the update of the Chapter Bylaws and Policies following Chapter policies and operational procedures.
13. Coordinate and attend the annual Board members Chapter planning retreat, to be held a month or two following the annual ASLA conference which is when new Board members start their new positions or an alternative date to be set by the Chapter President. Retreat shall include current, incoming and outgoing Board members and Committee chairpersons.
14. Annually, help immediate Past President coordinate venue and invitation to Past Presidents for a luncheon, attend the meeting, and take meeting minutes for review and approval.
15. When requested by an SDASLA Committee Chair, and in coordination with the Chapter President, the Executive Director shall attend additional meetings related to SDASLA events and/or committee meetings. It shall be up to the individual Committee Chairperson planning and managing the event to request assistance. (Assistance and/or attendance shall not exceed 4 hours per event or meeting with exception of traditionally larger events such as the Golf Tournament, Design Awards and Design Awards Jury Day (held every other year) and combined Executive Committee Meetings/Planning Retreat). It should not be anticipated or expected that the Executive Director will participate without clear requests and/or approval by the Committee Chairperson and/or the SDASLA Executive Committee.

## Sponsorship Administration

1. Executive Director shall maintain, in electronic format, all past and current Chapter sponsors contact information and sponsorship level for future chapter sponsorships, event sponsorship or sponsor hosted events. Chapter sponsorship document to include Firm/Company Name, Sponsorship Level, Contact Person Address, City, State, Zip, Telephone, Fax, Email Address, and Pledge Payment with any necessary sub-directories including individual event sponsorship level and preferred event types to sponsor. All Chapter sponsor contact information shall be safeguarded from public distribution.
2. Coordinate Fundraising Campaign at the end of the previous year and beginning of current year with the President-Elect. The Executive Director shall assist by;
  - i. Preparing fundraising information packet for potential sponsors. Packets will include addressed letters with the Chapter President and President Elect signatures, sponsorship level sheet and what each level includes, and instructions on payment of sponsorships.
  - ii. Distribute pledge materials, invoices and receipts for sponsorships on an as-needed basis.
  - iii. Assist with follow-up calls on an as-needed basis.
  - iv. Send acknowledgement emails to sponsors within a week that the sponsors' payments are received, and coordinate and mail follow up "Thank You notes" to sponsors with Chapter President Elect's signature.
  - v. Update sponsor list on a monthly basis and email to President, President Elect and Treasurer or send link from OneDrive account.
3. Assist President Elect to provide the Chapter Newsletter Contractor a list of all sponsors, differing levels and current high-resolution logos. Assist them in procuring quarterly sponsor spotlight article/ads for higher level sponsors.
4. Assist the President Elect to prepare a list of delinquent sponsorship pledges or past due invoices.

## Membership Administration

1. Assist VP of Membership to track and identify current, lapsing and potential new membership information. Executive Director shall facilitate interested member to join and those who have expressed interest in assisting with events and share this information with event coordinators and/or committee Chairs.
2. Assist VP of Membership to locate and download Chapter rosters from ASLA.org to include Member ID, Name, Member Type, Category, Status, Title, Company Name, Address, City, State, Zip, Telephone, Fax, Email Address, Date Joined and Date Dues Paid Through.
3. Assist the VP of Membership to review the Chapter roster on a monthly basis from the National Association and prepare a list of lapsed or delinquent members for

contact regarding renewing and to the Website Contractor for current updates to the website's member roster.

4. Assist VP of Membership to send a welcome letter to new members (under the President's signature) and provide an article welcoming new members to the Chapter Newsletter Contractor for inclusion in the quarterly newsletter.
5. Provide Chapter Newsletter Contractor with milestone anniversaries for inclusion in the quarterly newsletter.

#### Website

1. Assist the VP of Communication, Visibility & Public Affairs with monthly website updates.

#### Virtual Newsletter/Member Communications

1. Assist VP of Communication in collecting quarterly virtual newsletter articles, proof said articles and coordinate final articles to SDASLA Virtual Newsletter Contractor for print, electronic and/or mailing distribution.

#### Public Relations Contractor

1. Assist the VP of Communications, Visibility & Public Affairs with the SDASLA hired Public Relations Contractor for any print publication, electronic publication, radio, television or any other public or social media outlets.

### **Financial Management**

1. Process and deliver deposits into the appropriate ASLA bank accounts.
2. Receive and process mail, e-mail, and text messages throughout the week at Executive Director's office. As necessary, distribute correspondence to appropriate Executive Committee or Chapter members within three business days.
3. Maintain contact with the Treasurer to inform and discuss SDASLA financial matters and provide information when requested. Monthly correspondence with the BOD regarding financial statements, quarterly coordination with the SDASLA Finance Committee to discuss strategy for chapter financial stability and sustainability.
4. Notify SDASLA Finance Committee and the Treasurer when Certificates of Deposit will mature, assist the SDASLA Finance Committee and the Treasurer with options for accounts that will yield higher interest for checking, CD's and money market accounts.
5. Review and forward all Chapter invoices from outside vendors received by Executive Director to the SDASLA Treasurer for approval within five business days of receipt. If Executive Director submits invoices later than five business days upon receipt, Executive Director will reimburse the Chapter for any applicable late fees and/or interest.
6. Process and email approved check requests to Committee chairs for venues, vendors and event reimbursements.

7. Enter all deposits, check and debit payments into QuickBooks accounting system and send monthly reconciled Profit and Loss reports for SDASLA Finance Committee and Treasurer's review for Executive Committee updates. Prepare special reports in formats understandable to Treasurer and Executive Committee.
8. Assist SDASLA Finance Committee and the Treasurer to prepare an end-of-the year financial report at the close of the fiscal year (December 31) and submit the report to the Chapter President and President Elect for review and approval within 45 days of the end of the fiscal year.
9. Reconcile financials for prior fiscal year and submit final financial report to hired CPA for preparation of tax forms and ensure that tax forms are returned to SDASLA Treasurer or President for signatures and mailing/e-reporting to IRS and Franchise Tax Board (FTB) no later than the deadline set by the IRS and FTB. Scan signed tax return and email to the Chapter President and Treasurer to confirm the tax return has been sent to the IRS and FTB by the required deadline.
10. Coordinate the filing of all current 990's, stating current board members, and update all signers on bank accounts, CD's, and storage facility.
11. In the absence of an SDASLA Finance Committee and/or Treasurer, the Past President or an officer designated by the President will review bills, financial invoices and expense reimbursements monthly and send approval to Executive Director to process.
12. Maintain all necessary insurance policies as required by the National ASLA and other entities doing business with ASLASD. Notify the Treasurer and President when insurance policies are due for renewal and periodically update the Board on policy types and levels of coverage carried by the Chapter.
13. Expense Reimbursement: The Executive Director and Board members shall be reimbursed for the expenses specifically associated with SDASLA events or activities.

The Executive Director shall be reimbursed for budgeted materials associated with Chapter Events & Additional Extra Services if not purchased on with the Chapter credit card. The Executive Director shall submit invoices for all reimbursement expenses within 30 calendar days of invoice date to the Treasurer.

Executive Director shall review, and process reimbursement forms submitted from board members and other membership volunteers.

### **Event Management**

1. Update Chapter calendar of events by requesting Event Committee Chairs and VPs to provide event details for the quarterly newsletter and monthly website calendar updates. See attachment A for past calendar.
2. Assist Secretary, Committee Chair member or other volunteers to enter meeting and event information onto EventBrite website to keep RSVP process flowing to the

appropriate event/program Committee Chair member or Board member.

3. Coordinate with Meeting/Event/Lecture contacts, as requested by the Committee Chair regarding the location, AV equipment, catering and supplies needed. Serve as resource for information and any other details as requested and required.
4. For each event, the Committee Chair member needing access to the Storage Unit will be given access with an assigned key or contacting the VP of Social Activities or Executive Director, who have keys, to meet at storage unit to obtain event supplies.
5. Prepare reservations and check in lists for Chapter events and make nametags as requested by event Committee Chair member.
6. Assist the Chapter Secretary or other volunteer to prepare broadcast e-mails to all Chapter members and social media posts that will include announcements of Chapter events 30 days prior to events, as requested by the event Chairs. All copy/artwork for meeting/special event announcements to be prepared by Committee Chair member and submitted to Executive Director more than 10 days in advance of date to be distributed.
7. Prepare first class mailings for chapter sponsorship drive. Details regarding copy are the same as for e-mail broadcasts except due to additional time needed for printing, folding, stamping, printing and attaching mailing labels, processing mailing and delivering to post office, copy would be needed no later than 14 days prior to mailing. Coordinate mailings with the event Committee Chair member.
8. Attend Chapter events as official SDASLA welcoming host to check in event guests. Attend all Chapter meetings, Annual Meeting/Holiday Gala, SDASLA Golf Tournament, Annual Kick-off meeting, Design Awards, and National Chapter Presidents Council meeting, unless directed otherwise by the Chapter President, President Elect or the events Committee Chair member.

### **Typical Chapter Events**

- Annual Chapter Kickoff Event
- Membership Programs/Educational Events
- Lecture Series
- Tracy Morgan Hollingworth Community Grant Stewardship Events
- Emerging Professional Committee (EPC) events
- Design Awards (biannual)
- Annual Golf Tournament to benefit the Tracy Morgan Hollingworth Community Grant
- Annual Meeting/Holiday Gala

### **Legislative Management**

The Executive Director shall work with the National ASLA and CCASLA staff and board members to track and distribute information regarding state and federal legislation that is pertinent to the Landscape Architecture profession.

This includes sending emails to ASLA SD members to communicate and advocate for legislation regarding topics that will affect the landscape architecture profession within the quarterly newsletter and separately if necessary for timely communication on petitions, bills, etc.