



# AIA Southwestern Oregon

## Board of Directors Meeting Minutes February 17, 2010

**Chapter Headquarters, Midtown Arts Center 1590 Willamette St: Eugene, OR**  
**Meeting Place: Actors Cabaret, Eugene, Oregon**

### Board Members 2010:

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<u>Present:</u>	<u>Initials:</u>	<u>Position/Name:</u>	<u>Email:</u>
<input checked="" type="checkbox"/>	MF	President: Michael Fifield, AIA	<a href="mailto:mef@uoregon.edu">mef@uoregon.edu</a>
<input type="checkbox"/>	PD	President Elect: Paul Dustrud, AIA	<a href="mailto:dustrud@dustrudarchitecture.com">dustrud@dustrudarchitecture.com</a>
<input checked="" type="checkbox"/>	RN	Past President: Randy Nishimura, AIA	<a href="mailto:rnishimura@robertsonsherwood.com">rnishimura@robertsonsherwood.com</a>
<input checked="" type="checkbox"/>	PT	Secretary: Patricia Thomas, AIA	<a href="mailto:patricia.thomas.ci.eugene.or.us">patricia.thomas.ci.eugene.or.us</a>
<input checked="" type="checkbox"/>	LW	Treasurer: Linn West, AIA	<a href="mailto:linn@awjarchitects.com">linn@awjarchitects.com</a>
<input checked="" type="checkbox"/>	DB	Director: Richard Bryant, AIA	<a href="mailto:altavistadesign@comcast.net">altavistadesign@comcast.net</a>
<input type="checkbox"/>	MG	Director: Mark Gillem, AIA	<a href="mailto:mark@uoregon.edu">mark@uoregon.edu</a>
<input type="checkbox"/>	MB	Director: Mariko Blessing, Associate AIA	<a href="mailto:mblessing@robertsonsherwood.com">mblessing@robertsonsherwood.com</a>
<input checked="" type="checkbox"/>	SM	Associate Director: Shane McCloskey, Associate AIA	<a href="mailto:smicdesigns@gmail.com">smicdesigns@gmail.com</a>
<input checked="" type="checkbox"/>	EB	Web Master: Erik Bishoff	<a href="mailto:bish@erikbishoff.com">bish@erikbishoff.com</a>
<input checked="" type="checkbox"/>	AIAS	AIAS Associate: Michael Fischer	<a href="mailto:mfischer@uoregon.edu">mfischer@uoregon.edu</a>
<input type="checkbox"/>	BS	Oregon AIA Delegate: Bill Seider	<a href="mailto:bseider@pivotarchitecture.com">bseider@pivotarchitecture.com</a>
<input type="checkbox"/>	SJ	Region Associate Director: Shawn Jenkins	<a href="mailto:sjenkins@pivotarchitecture.com">sjenkins@pivotarchitecture.com</a>
<b><u>Administrator</u></b>			
<input checked="" type="checkbox"/>	DK	Component Executive: Don Kahle	<a href="mailto:dk4aia@gmail.com">dk4aia@gmail.com</a>
<b><u>Guests</u></b>			
<input checked="" type="checkbox"/>	RH	Robin Hostick	<a href="mailto:dk4aia@gmail.com">dk4aia@gmail.com</a>

Initials indicated within the body of the minutes represent action items by that board member.

The Minute report contained within is not a literal transcript of the meeting; however the Chapter has now begun to digitally record the meetings and may be accessed at the chapter headquarters.

### ***Meeting called to order: January Minutes Approved, Consent Agenda Approved***

Please reference the Consent agenda distributed prior to the meeting for additional information. In an attempt to streamline the meetings, a consent agenda is being utilized for board reports and other regular business. The intent is to allow more time for discussion on other items.

### **General Agenda**

#### **A. Grassroots Report:**

- Four AIA-SWO members attended: Don Kahle, Paul Dustrud, Shawn Jenkins, and Gabe Greiner.
- Don met with Angel Baltimore to extensively discuss NetForum and its coming implementation as the web platform for the 2010 Northwest & Pacific Region Conference's online presence and eventually our component website.
- AIA-SWO's presentation by Don, Paul, Shawn, and Gabe on the subject of how to grow your chapter during a down economy was well-received if not well-attended (the presentation was on the last day of the conference in the face of "Snowmageddon" and many attendees had already

beat a hasty exit from DC).

- The presentation of the 2010 NW&P Region Conference promotional video went well.
- Peter DeFazio met with the AIA-SWO delegation. He may speak at the 2010 Region Conference. He also liked the concept of a “vacancy tax” as promoted by Don (wherein landlords are levied a tax if they leave properties unoccupied).
- AIA Portland is organizing “Railvolution,” which is a transportation-focused conference, just one week before our 2010 Region Conference. We’ll need to coordinate with them to avoid each detracting from the other; for example, Earl Blumenauer and Peter DeFazio may choose to attend Railvolution rather than our conference.

#### **B. AIAS Report:**

- Michael Fischer reports that AIAS is hosting Professional Firms Day on Wednesday, February 24. The program will include portfolio reviews, and roundtable sessions intended to provide soon-to-be graduating students with interview tips and conduct resume workshops. In addition, there will be a panel discussion on the implications for the architecture profession during hard economic times.

#### **C. 2010 Region Conference:**

- The 2010 Region Conference committee needs assistance with soliciting sponsors. We need to get everyone in the chapter involved. One strategy would be to require every chapter member firm to make its share of contacts with prospects.
- Brief discussion about inviting the other small chapters to help SWO with the regional conf. Salem chapter, in particular, had expressed an interest in helping SWO with the conf. at the first AIA-Oregon meeting for 2010.
- Don raised the notion of having chapter firms sponsor events at the conf. Just an idea – no details presented.

#### **D. 2010 Monthly AIA-SWO Program Schedule:**

- Michael’s focus for the 2010 monthly programs is the value of design, why it doesn’t have to be more expensive, and design excellence in general.
- February’s program sponsor is OTREC, who, thanks to Mark Gillem, is providing up to \$1,000 in support to defray costs for presentations. These costs would have to be documented; maybe expenses with other 2010 speakers can also apply.

#### **E. City of Eugene Opportunities:**

- Robin Hostick and Trish provided some background about the City of Eugene’s current project to complete the Comprehensive Lands Assessment. Per State law, the assessment needs to be completed in April and be based on projections for growth over the next 20 years. 1,500 to 3,000 acres of land is required to meet projected needs for residential, commercial, and some industrial development. The projections are based on existing circumstances. The current estimate of population growth for Eugene is 35,000 more people in 20 years.
- The City Council will make a decision on whether or not to expand the Urban Growth Boundary by February 2011.
- The current Metro Plan “can’t be seen.” There’s no tangible vision to illustrate the plan. As an example of how to present a vision, Google “Plan Cheyenne” and read about how Cheyenne, Wyoming’s developed one with a vision.
- Plans are great but they don’t implement themselves. The City is building a library of typologies and examples of other communities’ efforts to revitalize themselves (watch the AIA video series

entitled "Back from the Brink" that features efforts in Chattanooga, Portland, and Suisun City to create inclusive and comprehensive planning processes that revitalized their communities.).

- Design principles or guidelines are necessary. Images of other projects can be evaluated to determine if they support the principles.
- AIA-SWO could facilitate a series of town hall meetings that would be supported by the City of Eugene. Randy expressed some concern about "workshop fatigue," especially if the results are not perceived as useful or simply wind up "on the shelf gathering dust" like many past efforts.
- Further discussion by the AIA-SWO board on pursuing City of Eugene opportunities will occur.

**F. Other items:** None.

**Adjourned:** 5:30 PM

**Next meeting time: 4:00 pm, Wednesday, March 17<sup>th</sup> at Actors Cabaret Eugene OR**

Respectfully submitted by Patricia Thomas, AIA, Secretary AIA-SWO 2010, and Randy Nishimura, AIA, Past-President AIA-SWO 2010.