

# Minutes: AIA New England Quarterly Meeting

Wednesday, May 1, 2002

Boston Society of Architects

## ATTENDEES:

AIA New England:	Kerry Dietz, AIA	(President)
	Domenic Carbone, AIA	(President-Elect)
	John Merkle, AIA	(Treasurer)
	Carolyn Isaak	(Executive Director)
National Directors:	Scott Simpson, FAIA	
	M. Hunter Ulf, AIA	
BSA:	Richard Fitzgerald	(Executive Director)
	Robert Brown, AIA	(President)
AIA Central Mass:	Nancy Jenner	(Executive Director)
AIA Massachusetts:	Marty Smith, AIA	(President)
AIA Connecticut:	James Childress, FAIA	(President)
	Diane Harp Jones	(Executive Director)
AIA Maine:	—	
AIA New Hampshire:	David Udelsman, AIA	(President)
	John Merkle, AIA	(Past President)
	Carolyn Isaak	(Executive Director)
AIA Rhode Island:	Sandy Taylor, AIA	(President-Elect)
AIA Vermont:	Stewart Sutcliffe, AIA	(President)
AIA Western Mass:	Marty Smith, AIA	(President)
Nat'l Assoc. Comm:	Helen Risom Belluschi, Assoc AIA	Regional Associate Director
Young Architects Forum:	Adam Wagner	YAF NE Regional Liaison
Chuck Hamlin	AIA National	
	Michael Ayles, AIA	YAF National Advisory Committee
	Jessica Zlotogura, Assoc AIA	

1. CALL TO ORDER: Called to order at 2:00 PM. Attendees were introduced. The Minutes of the February 13, 2002 Meeting were reviewed and approved. .

## 2. NATIONAL AD CAMPAIGN

Chuck Hamlin, Managing Director of AIA Communications, presented an update on the National Ad Campaign. The AIA Advertising Campaign committee is made up of a cross-section of membership. (Scott Simpson, AIA National Director for New England, is on the committee.)

AIA has conducted extensive research on advertising, using a pool of 81 clients representing business, education, AIA architects, and government. The survey focused on what these leaders feel about design and building. The survey was completed in January and will be available shortly for AIA members.

The survey results show that the areas in which the public view of the role of the architect needs to be improved is in the genesis and the building phases of design. AIA has decided to focus on the genesis stage in the advertising campaign. They will talk to the public about the importance of getting an architect involved with a building project from the very beginning, which will increase the potential value of architect involvement and take advantage of the ability to contribute to a larger strategic plan. The ads will also address the value of design and AIA credential awareness.

The survey showed that the decision makers are aged 35-64 and have an income of \$75,000 or more. Readership and listening habits were evaluated. The study showed that the best use of advertising space is in network radio and trade magazines, which the committee will focus on.

## 3. PRESIDENT'S REPORT

Executive Director: Kerry introduced Carolyn Isaak as the new Executive Director.

#### 4. BYLAWS

The by-law changes proposed by Richard Fitzgerald and John Merkle were discussed. Helen Risom Belluschi noted that the changes meant that the Associate Director would not be a voting member and that she feels strongly that they need to have a regional representative. Richard pointed out that the voters on the board should be those paying dues which are the components, and therefore one vote per component was proposed. He noted that the National Directors are appointed, not elected, and that they do not have a vote. Helen responded that licensed architects are therefore represented by the component, and Nancy Jenner pointed out that they also represent the Associates. Michael Ayles noted that Associate directors sit on local and national boards on which they are voting members. A survey of the room noted that all of the components represented had Associate Directors on their boards who could vote. Jim Childress offered to write a revision for review at the next meeting.

#### 5. ARE EXAM

Diane questioned the other attendees on any reports of problems with the ARE exam. On two occasions in Connecticut candidates have sat for a portion of the exam and experienced computer problems. In each case the test examiners would not provide documentation about the problem and NCARB denied the candidate permission to retake the test prior to the next schedule exam and at no cost. Connecticut would like NCARB to consider putting a procedure in place for this type of situation. Diane requested that components inform her of any similar problems.

#### 6. NATIONAL DIRECTORS

**Budget:** Scott Simpson reported that the AIA budgeting has greatly improved. They are about one year ahead of the projected schedule to restore the cash reserves.

**Scholarships:** The National Board voted to supply additional funds for scholarships.

**Electronic Documents:** These are requiring the most focus at the moment. AIA is addressing the problems. Response time to customer queries has already improved. They are working on an update of EF 3.0. Nancy, who is a cochair on the Documents Task Force, reported that AIA has given very serious attention to the electronic documents issue and that they are very appreciative of the importance of this issue. A Web Advisory Group is researching the current system to develop a request for proposals for a new electronic document system. She estimates that a new system will be available in the spring of 2003.

**AIM and National Conversation:** Hunter reported that the National Board intends to have focus groups created for the AIM Objectives. He noted that many components have held National Conversation sessions and that the Board is eager to start working with the results.

**Inclusiveness:** Nancy's article on Inclusiveness at BSA will be distributed to the National Board Meeting by Scott.

**Convention:** Kerry distributed delegate books for the Convention. Scott explained the by-law changes for membership. Scott and Hunter spoke briefly regarding the elections. They felt that the results would come down to how the candidates present at the convention, as they are all capable nominations.

#### 7. GRASSROOTS

Scott requested attendees to give Hunter and him suggestions for programming, and they will present them to National.

A discussion resulted in these notes:

Need more mix of issue and leadership programs. Programming has gone from one to the other.

Participants like the opportunity to talk to others at Grassroots; it was too program-intensive. Need more "discussion opportunities."

In addition to needing more time to talk to each other, there needs to be a time for National to hear what we are saying.

#### 8. CHAPTER REPORTS & DISCUSSION:

**Central Mass:** They have been doing more in past year than in a very long time. Held the Third Worcester Design Awards with three winners. They held a joint program with Preservation Worcester and are partnering with Head Start and Preservation Worcester for a program for children called "Architecture and Movement." Thought is being given to developing a scholarship fund.

**BSA:** They are involved in a Chronicle program about what happens when the Big Dig is finished, and have a seat on the Mayor's task force on the Big Dig. The Urban Design Group is active and important in their public outreach. They are discussing Smart Growth issues throughout New England. BSA sponsored the first Governor's debate.

New Hampshire: Plans are underway for a Design School Day in November. This will be open to everyone and will consist of teaching and planning sessions on architecture, landscape architecture, and interior design, focused on a particular project at the Kimball Jenkins Community Art School in Concord. NH is instituting a new intern design competition for the 2003 awards. The project will be one of the charette proposals not selected to address by PlanNH.

Rhode Island: Sandy reported that their golf tournament raises \$30,000 for scholarships. They have a traveling exhibit of works in progress currently showing at the State House (including the AIANE Awards and the bird house competition to benefit the National Kidney Foundation). It will travel to Roger Williams, and RISD. They are planning two IDP forums, also at Roger Williams and RISD.

Connecticut: Connecticut remains involved and has had many interesting meetings. They have focused on historic preservation and are planning a meeting at the Gillette Castle which is still under renovation. They are having a meeting at the Cigna Corporation Headquarters, which had been slated for demolition, but was saved by an AIACT campaign. Their annual golf tournament is on May 22. On June 11 they will hold their Distinguished Leadership Luncheon. Design awards are slated for September 9; the annual conference on Oct. 9, and their 100th anniversary party on November 16 at the Bushnell in Hartford.

W. Mass: They distributed their newsletter questionnaire and the results were good (255 response) but inconclusive. Their awards program is underway and will culminate in June. They are working with UMass in Amherst to create an architecture lecture series for the five colleges. UMass Amherst is starting an architecture program in 2003. They are holding a CANstruction this spring.

Maine: No report.

Vermont: Vermont will have a web site by June or July. They are holding a roundtable on alternative energy with Efficiency Vermont, and are building a relationship with that group. They are planning a retreat for this year to work on initiatives. They are also trying to get non-AIA architects involved in their initiatives. They are gathering names of associates and interns and building relations with them. Vermont is planning a work session at Middlebury in November to talk about the Middlebury College Master Plan. It will involve college leaders, AIAVT, and the community.

#### 9. EXECUTIVE DIRECTOR & FINANCIAL REPORT:

Budget: Carolyn distributed the updated budget for 2002 which was approved by the Board.

Executive Office: Carolyn reported that she has picked up the paper work and books from Barbara and is in the process of organizing. The web site host company has been contacted and she has made arrangements to update the pages herself.

The checking account bank transfer is in progress.

#### 10. ANNUAL MEETING

Richard reported that the 2002 Annual Meeting will be October 19-20 at Plimoth Plantation, Plymouth, MA.

BSA is hosting the meeting.

The schedule for hosting of the Annual meetings is:

2003	Western MA
2004	Vermont
2005	Central MA

8. ADJOURNMENT: The meeting was adjourned at 5:00 PM.

Respectfully submitted,  
Carolyn Isaak (Executive Director)