

SPARC

February meeting minutes

02.27.19

Attending:

Joe Herrin

Tom Lawrence

David Coleman

John DeForest

Susan Ingham

Zach Adams (z.adams@genesis-cg.com)

Lisa Daly

Carrie Anderson

Michael Cole

LEARN

- We will be incorporating UW Lecture Series announcements in our E-News
- CRAN annual symposium will be held in September in Scottsdale – will get announcements for it in an upcoming E-News
- Post continuing education travel opportunities in E-News (AIA Committee on Design and AIA International)

CONNECT

- March home tour scheduled for 3/25
- April home tour scheduled for 4/9
- Upcoming tour possibilities – projects from David Coleman, Rex Holbein, Heliotrope
- Possibly schedule a co-housing project tour of Grace Kim's capitol hill project & a townhouse project w/ unit by Best Practice

PROMOTE

- Next As An Architect event is scheduled for 3/16 and still looking for a co-presenter
- AAA marketing budget for 2019 is \$1,500. Current focus is on-line advertising through Facebook and Houzz.
- Digital Featured Home
- David briefed SPARC on meeting with AIA (Lisa, Meredith, Connor) and discussed next-steps in program development
 - Coordinate with AIA on website development. Trevor will build a prototype site in Squarespace in order to kick-off the process. A \$100 fee is needed to open a Squarespace account – it was agreed to use SPARC budget funds for this.
 - Introduce Paxton/Fay and AIA to develop their agreement to provide services as allied sponsor – goal to have deal done before end of month so group can begin developing brand and marketing strategy

- Develop “Curatorial Brief” for participant judges – to be reviewed by AIA

MAKE A DIFFERENCE

- SPARC is in need of a volunteer to act as liaison to the Public Policy Board – keeping our committee up to date on AIA advocacy efforts and policy statements (there were no volunteers in attendance)
- Joe provided a status update on D/ADU legislation: Queen Anne City Council challenge to adequacy of EIS is due to go in front of the Hearing Examiner in late March. If thrown out, the Council will likely take up the legislation in April. Council members are able to tweak EIS recommendations as they see fit, so public comments can very well make a difference in the upcoming deliberations.

Next meeting will be March 21st.