



Orlando Foundation for Architecture

Board Packet

December 19, 2022

Prepared 12.19.2022



Orlando Foundation for Architecture

The Orlando Foundation for Architecture’s purpose is to promote public awareness, appreciation and enjoyment of the built environment, advocate for the preservation of historic architecture, demonstrate sustainable practices, offer scholarships for architectural education, and promote diversity in the architectural community.

2022 OFA Board of Trustees			
Name	Position	Email	Phone
Debra Lemons, AIA	Chair	dlemons@L2studios.com	407-496-7831
Jacki Hale, FAIA	Vice Chair	Jacki.hale.ea@gmail.com	321-945-4445
Mark Adams, AIA	Treasurer	madams@eleven18architecture.com	407-756-2119
Dean Hill	Secretary	terracture@yahoo.com	317-626-8950
Kyle O'Connell, AIA	Trustee	koconnell@huntonbrady.com	407-839-0886
Peyton Robertson	Trustee	probertson@brasfieldgorrie.com	407-466-6299
Malcolm Jones	Trustee	MJones@scottcormia.com	407-660-2766
Frank Bosworth	Trustee	fbosworth@ufl.edu	225-301-1397
Nathan Butler	Trustee	nbutler@hksinc.com	407-648-9956

OFA Committees:

Scholarships:	Chair: Debra Lemons
Communications:	Chair: Mark Adams
Membership:	Chair: Peyton Robertson
Events:	Chair: Greg Stock
Tours:	Chair: Jacki Hale
Outreach:	Chair: Dean Hill

AGENDA: December 19, 2022

1. Consent Agenda:

- a. November Meeting Minutes
- b. Treasury Reports – November
- c. Committee Reports



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2. 2023 Budget:

- a. Review and approve

3. Trustees:

- a. Open Trustee Position – Frank
- b. Amend Board Commitment Agreement
 - Donation – covers membership for two people (proposed by Jacki)
 - Attendance requirement at events
 - Attendance requirement at board meetings

4. OCAD (*Retreat notes and Task Force Committee Candidates list sent out late – discussion moved to December.*)

- a. Review /Discuss OCAD Committee Prospect List
- b. Upcoming milestones:
 - **January 2023 board meeting:**
 - Establish OCAD Committee, Chair
 - Report to AIA Board
 - **February 2023 board meeting:**
 - Review/propose updates to policies and procedures of Legacy 2020 -
 - Finalize structure and composition of Advisory Board, develop “pitch” for pursuing Advisory Board members
 - Report to AIA Board
- c. Shift completion and approval of Strategic Plan to June Board Meeting to allow time for Advisory Board input.

5. Old Business

- a. AIA Golf Tournament Committee participation/event support by board members

6. New Business

- a. AIA/OFA Induction – January 12, 2023, Harriett’s Orlando Ballet Centre
- b. Gathering at Lemons after Induction?

END OF AGENDA



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2023 – Strategic Objectives

Defining our Vision:

- Resource for architecture and design in Central Florida
- OCAD creation and success
- Community engagement

Action Items:

- Guidebooks - pay off debt
- Establish OCAD Task Force/Committee
- Establish OFA Advisory Board
- OCAD Strategic Plan
- OCAD pitch
- Expand membership
- Capital Campaign strategy
- Refine Brand
- Expansion of Scholarships
- Tournament or other signature fundraising event for Scholarship
- Establish/populate/promote Event Calendar for the year
- Resources for the local schools in Central Florida
- Build education component
- Historic Preservation Outreach (history Center, Historic Board)
- Cross-collaboration for events



**Minutes of the Monthly Board of Trustees Meeting
Monday, November 21, 2022 5:30 pm – 7:00 pm VIA ZOOM**

Trustee	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Debra Lemons, Chair	YES	YES	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Jacki Hale, Vice Chair	YES	YES	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Mark Adams, Treas.	YES	YES	Yes	Yes	Yes	Yes	No	Yes	Yes	No	Yes	Yes
Dean Hill, Sec.	YES	YES	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Kyle O'Connell, Trustee	YES	YES	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Peyton Robertson, Trustee	YES	YES	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Malcolm Jones, Trustee	No	YES	Yes	Yes	No	Yes	Yes	Yes	Yes	No	Yes	Yes
Frank Bosworth, Trustee	YES	YES	No	Yes	No	No	No	No	No	No	No	Yes
Nathan Butler, Trustee	YES	YES	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Additional Attendees: Gary Scarboro

OFA Committees:

- Scholarships: Chair: Debra Lemons
- Communications: Chair: Mark Adams
- Membership: Chair: Peyton Robertson
- Events: Chair: Greg Stock
- Tours: Chair: Jacki Hale
- BAM: Chair: Malcolm Jones
- Outreach: Chair: Dean Hill

ORDERS OF BUSINESS November 21, 2022

OFA Monthly Meeting was called to order on ZOOM at 5:32 PM

1. Consent Agenda:

- a) Review October meeting minutes - Secretary
- b) Financial Report
- c) Committee Reports

Motion to approve October meeting minutes and Sept./Oct. Treasury Reports and Committee Reports carries.

2. **2023 Budget:**

- **Review first draft - need committee budgets to Gary/Mark no later than 11/28.**
 - Membership drive event (Events/Outreach)
 - Supper Club - Suzi Barnes - before end of March
 - Signature Fundraiser event - 4 Roots Farm & Little Architects
 - Tours doing very well/Lake Nona Wave Hotel
 - OCAD Task Force - Business Development expenses - Grant Writer?
- Staffing
 - Hourly increase for Coordinator
- Guidebooks
 - Remaining debt
 - # Sold vs. Giveaways

3. **Trustees**

- Open Trustee position - Frank (OFA appointed)
 - Contact/Outreach to Frank
 - Jay Lovell/Hernon Rivera(OCAD)/Amy Bolton/Ecta Desai/Brook Bonnett (OCAD)/Melanie Crowner/Lindse Murphy
- Board Commitment Agreement - amend
 - 3-4 event participation for Board of Trustees
 - Maximum absences from Board meetings
 - Board member participation at OFA events
 - Virtual meeting etiquette - CAMERAS ON please

4. **Committee Highlights**

- Art Show, recent tours and events
- Goals:
 - Scholarship - increase quality /quantity of applications, increase awards beyond AIA Orlando contribution from golf
 - Erica Gagne golf tournament/Top Golf/Pop Shot
 - Membership - membership drive in January/Fundraiser? Focus on firms/company memberships, follow up with thank you's and firm visits
 - Tours/Events - Fill calendar for entire year (events, tours) and promote all year, establish signature event/fundraiser

FOCUS EFFORTS ON ACTIVITIES THAT DRIVE BRAND, INCREASE REVENUE, CREATE A BUZZ

5. **OCAD** (Retreat notes and Task Force Committee list sent out late - discussion moved to December)

- Upcoming Action Items (Reminder for upcoming board meetings)
 - **By November 2022 board meeting (*Move to December*)**
 - Establish OCAD Committee, Chair
 - Report to AIA Board
 - **By December 2022 board meeting (*Move to January*)**

- Review/propose updates to policies and procedures of Legacy 2020
 - Finalize structure and composition of Advisory Board, develop pitch for pursuing Advisory Board members
 - Report to AIA board
 - **By January 2023 board meeting**
 - Present draft of strategic plan to OFA board
 - Present pitch for pursuing Advisory Board members and final list of candidates
 - **By February 2023 board meeting**
 - Advisory Board member status
 - Present updated Strategic Plan to OFA Board (final pending AIA Orlando review)
 - Present Strategic Plan to AIA Board
 - **By March 2023 board meeting**
 - Advisory Board member status (should be mostly complete)
 - Finalize Strategic Plan for OFA Board approval
 - Report to AIA Board
 - **By April 2023 board meeting**
 - Formally establish Advisory Board - promotion/kick off TBD
-
- Shift completion and approval of Strategic Plan to June Board meeting to allow time for Advisory Board input
 - Pitch Deck template

6. Old Business:

- Open Trustee position - Frank
- Bylaws Task Force - Establish 1Q 2023

7. New Business:

- Establish By Laws Task Force

Motion to approve By Laws Task Force carries

- AIA Golf Tournament Committee participation/event support by Board members
- NCARB advisor event - workshop and possible tour (OFA) - February 2023
- OFA Holiday Party/Gathering
 - After Board Induction on January 12th

END OF AGENDA

Meeting was adjourned by Debra Lemons at 7:24 pm.

Dean Hill, ASLA (OFA Board Secretary)



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Outreach Committee Report

December 15, 2022

Chair: Dean Hill, ASLA

terrature@yahoo.com

317.626.8950

Outreach Committee:

Jay Lovell	Falkbuilt	Jay.Lovell@falkbuilt.com	407.575.0654
Sean Nimmons	L2 Studios	SNimmons@l2studios.com	407.648.8888
Frank Bosworth	UF Arch.	fbosworth@ufl.edu	
John Kaiser	Designage	JVK@designage.net	407.929.5820
Wayne Dolese	Beta Jones	wayne@betajones.com	202.740.4055
Manuela Valbuena	L2 Studios	mvalbuena@l2studios.com	407.648.8888

Outreach Committee Meetings:

11.11.21 (Sean, Jay, Bianca, Dean)

No December meeting

1.14.22 (Sean, Jay, Bianca, Dean)

2.10.22 (Sean, Jay, Bianca, Frank, Dean)

3.10.22 (Jay, Frank, Bianca, Wayne, Dean)

4.14.22 (Sean, Dean, Bianca)

5.12.22 (Jay, Wayne, Bianca, Dean)

6.16.22 (Jay, Bianca, Sean, Dean)

7.14.22 (Jay, Sean, Bianca, Manuela, Dean)

8.11.22 (Jay, Sean, Bianca, Dean)

9.8.22 (Jay, Bianca, Dean)

10.20.22 (Jay, Sean, Michelle, Dean)

11.16.22 (Jay, Sean, Michelle, Dean)

12.15.22 No December meeting, circulated email correspondence

Description:

The Outreach Committee represents the interests of OFA to promote architecture and allied design professionals in our communities through public outreach that demonstrates the benefits of design, collaboration, community and membership.

Topics of Discussion:

OFA Lecture Series - (Sean, Dean)

- Digital Twin Tour



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- Late January
- Coordinate with both Lindse Murphy and UF City Lab on date (tentatively 1/30)
- Open invitation to OFA members

“Architecture on Tap” - (Sean, Manuela, Dean)

- Casual mixer to kick off the school semester (students, young professionals, professionals)
- Mid-January (Tentatively 1/25)
- Open invitation outreach to TEA
- Event proforma to Michelle when date confirmed

What’s Up Orlando - Pulse Memorial and Museum - June (Pride Month) 2023 - (Jay, Dean)

- Jacki Hale - Architect contact
- Jay Lovell - Mike Chatham - Director of One Pulse
- HHCP contact
- Dean Hill - LA contact

Dean to provide event write up to Jay

Need to coordinate date with DTO

Need to coordinate possible venue change (Grand Bohemian?)

OFA Holiday Members Kick Off

- Holiday event to recognize members and sponsors
- January New Year refresh?

Need to discuss and coordinate with Events Committee

OFA “Spring” Fundraiser

- 4 Roots Farm?
- Tour and Little architectural presentation
- Farm to Table dinner?
- Late March/Early April (Bandwidth)

Need to discuss with Debra and coordinate with Events Committee

Ongoing Topics

OFA/City Lab Game Night

Outreach to Themed Entertainment Professional Organization and Student Group.

Outreach to Seminole State students

Partnering with OMA for an art/design themed lecture **(Dean to follow up with Malcolm Jones)**

Modern Orlando - Mount Dora Modernism Museum

Traveling Boards - OFA Exhibit - Architectural drawings at UF (Frank)/James Gamble Rogers (Rebecca Talbot)

Committee Diversity



OCAD Task Force, Advisory Board, and Major Donor Prospects

OFA Board Members: Debra UL
 Jacki JH
 Dean UH
 Mark MA
 Kyle KU
 Peyton PR
 Nathan Butler NB
 Malcolm MJ

Staff: Gary GS
 Michele MD

Name	Company	Email	Phone	Discipline/Expertise	OFA Board Contact	Date(s) Contacted	Status	Notes
Task Force (max. 8)								
Debra Lemons, AIA	L2 Studios, Inc.	dlemons@l2studios.com	407-496-7831; 407-648-8888	Architect, OFA Chair	N/A	N/A	pending	assumed
Kyle O'Connell, AIA	HuntonBrady Architects	kocconnell@huntonbrady.com		Architect, OFA Trustee	N/A	N/A	pending	prev. AIA/OCAD Task Force
Dean Hill				Landscape Arch, OFA Sec	NA	N/A	pending	expressed interest
Jacki Hale, FAIA							pending	
Mark Adams, AIA							pending	
Peyton Robertson							pending	
Nathan Butler, FAIA							pending	
Malcolm Jones							pending	
Tommy James, AIA				Architect, Educator (UCF)			pending	expressed interest, grant writing
(AIA Board Member)				Architect, AIA Board			pending	
(Contractor)				Contractor			pending	
Ivette Lemons	CI Group			ID, IIDA Past Pres.			pending	IIDA Past President
Brook Bonnet	City of Orlando			City Staff			pending	OEP, DOP Economic Development Department, Permitting
							pending	
Advisory Board (+/- 12)								
TBD				Legal/S01c3				
Bruce Norris				Legal-Construction				
Jacki	Lowndes			Legal-CRE				CREW
Vicki Berman	Dean Mead			Legal-CRE				CREW
John Page	Yates Construction			Development/Fundraising				
Sarah Kelly				Development/Fundraising				CREW
TBD				Financial Planning/Banking				
John Pinnell				Financial/Broker				
TBD				Broker/Property Mgmt				
TBD				Broker/Property Mgmt				
TBD				Tampa/Sarasota CAD				
TBD				Disney/Universal/TEA				
Mary Demetree	Demetree Global			Developer				
Craig Ustler	Ustler Properties			Developer				
Joe Lewis	Tavistock			Developer				
Matt Taylor	Orlando Health			SVP Asset Strategy				former City ARB, CRE/Research, planning
Thomas Chatmon	City of Orlando			City Official/Staff				
Frank Billingsly	City of Orlando			City Official/Staff				
Brook Bonnet	City of Orlando							
Kevin Schweitzer				Architect				
Dan Kirby				Architect				Former OFA Board Member
Suzi Barnes				Architect				Former OFA Board Member
John Jeronimo				Architect				Former OFA Board Member
Ekta Desai	Schinkel Schultz			Architect				
CT Hsu	CT Hsu			Architect				
Bob Koch	FK Architects (Retired)			Architect				
Tim Baker	Baker Barrios Architects			Architect				

OFA

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end of
Board Packet