



To: BSA Board of Directors
From: Tim Love AIA, President
Re: Board orientation workshop agenda
Date: Friday, January 16, 2015

Please note this meeting will convene at [District Hall](#), 75 Northern Ave, Boston, MA 02210, at 9am on Friday, January 16. Breakfast will be served at 9am.

- 9:00a Breakfast
- 9:15a Welcome and introductions (Tim Love)
- 9:45a BSA overview (Eric White)
- Mission
 - Roles, responsibilities, and expectations
 - AIA national
 - Public v. professional
 - Conflict of Interest policy
- 10:45a Break
- 11:00a Discussion question (Tim Love):
“There is an inherent tension between the BSA’s role as a professional trade organization that promotes its members and its potential role as an active advocate for the highest standards of civic design. How do we balance these two often competing agendas?”
- 11:45a Lunch
- Noon Introduction of workshop themes (Tim Love during lunch)
- A. *How can the BSA better engage the universities?*
 - B. *What topics should the BSA Urban Design Charrettes focus on in the next two years?*
 - C. *How can the BSA be indispensable to emerging professionals?*
 - D. *How can the BSA better explore and promote new modes of entrepreneurial practice?*
- 1:00p Break-out sessions (moderator and **content guest** listed below)
- A. Tim Love AIA and **Ivan Rupnik**
 - B. Tamara Roy AIA and **Kairos Shen**
 - C. Jim Collins FAIA and **Justin Crane AIA**
 - D. Mark Pasnik AIA and **Mia Scharphie**
- 2:15p Reporting back presentations
- 3:00p Wrap-up panel discussion and next steps (w/ Ivan Rupnik, Kairos Shen, Justin Crane AIA, and Mia Scharphie, David Eisen AIA, moderator)
- 3:30p Adjourn

BSA Boston Olympics Statement

Draft

By Tim Love AIA
BSA President

The Boston Society of Architects congratulates the Boston 2024 Organizing Committee for bringing Boston across the finish line as the city invited by the United States Olympic Committee to submit a bid to the International Olympic Committee in 2017. We are particularly pleased that several progressive planning approaches distinguished Boston from its competitors. These include reliance on mass transit, use of existing sports venues and facilities, and re-use of the components of new facilities after the Games. We also appreciate that the Organizing Committee will present the plan and solicit feedback at community forums in diverse neighborhoods across the City.

It is true that Boston must leverage the economic benefits of the Games to address the housing affordability and transit equity issues recently raised by the Mayor. Now that a robust overall plan is in place, design thinking must play a bigger role in the development of the final bid. BSA member David Manfredi FAIA has already been instrumental in the Olympic planning process. Moving forward, the Organizing Committee should put a management plan in place for the best and brightest to design the proposed venues, with collaboration between architects, landscape architects, graphic designers, lighting designers, urban designers, and event designers. Furthermore, the overall visual brand of the initiative must reflect the most innovative thinking in the world of information design, performance art, and advertising.

Boston is already considered a global design city because of its schools of architecture and many internationally-recognized firms. The Olympics are a perfect opportunity to fully marshal the city's design talent as an integrated part of the bid's narrative and in the quality of the bid's physical proposal. Boston should look to the 1992 Barcelona Games, where innovative urban planning and architecture distinguished the event. Boston should remember that the 1996 Atlanta Games were considered relatively generic from a design standpoint. A design-centered approach will strengthen Boston's bid, and will answer the Mayor's call for bolder thinking.

The BSA 2015 Board Retreat: *Engagement with the Schools*

Tim Love AIA and Ivan Rupnik

Breakout Session: *How can the BSA better engage the Universities (leadership, faculty, and students)?*

Why is the BSA irrelevant to most students and faculty?

- MIT and Harvard already offer more events and programming than students and faculty are capable of attending – the calendar is already full.
- Many students do not plan to stay in Boston when they graduate. New York, Los Angeles, Rotterdam, and Basel beckon.
- Most design faculty practice and/or exhibit nationally and internationally and rely less on local connections and clients.
- The BSA is perceived to be dominated by the principals and staff of Boston's big firms. The professional know-how and hobnobbing is not relevant to most faculty and many students.

How can the BSA foster better connections with the schools?

- The BSA should contact the schools and offer to connect professional practice course instructors with the content and resources for their courses in the guise of guest lecturers, a customized lecture series at the BSA Space (that can serve the needs of several courses), etc.
- By connecting technical content committees with the instructors of technology courses at area schools
- By hosting a job fair in collaboration with area schools
- By hosting a job fair for design studio adjunct professors in collaboration with area schools
- By organizing lectures and panel discussions that are jointly sponsored by the BSA and area schools
- By co-hosting social events tied to BSA exhibition openings and relevant lectures

How does this theme dovetail into some of the other themes being discussed today?

- Better connections with the schools will make the BSA more relevant to young professionals.
- New forms of practice are particularly interesting to students who are exploring potential career paths.
- Perhaps the upcoming urban design charrettes can recruit student participants through school announcements

“Reporting Back” Presentations

Tim Love AIA, Tamara Roy AIA, Jim Collins FAIA, and Mark Pasnik AIA

Wrap-up Panel Discussion

Ivan Rupnik, Kairos Shen, Justin Crane AIA, and Maya Scharphie; David Eisen AIA, moderator

The BSA 2015 Board Retreat: *Urban Design Charrette Topics*

Tamara Roy AIA and Kairos Shen

Breakout Session: *What topics should the BSA Urban Design Charrettes focus on in the next two years?*

Review the themes of the past and upcoming charrettes

- September 2014: Beacon Yards in Allston
- March 30-April 2, 2015: Housing on Dorchester Avenue between the Broadway and Andrews T stops

What are the important and timely policy topics that should inform an upcoming charrette? And are any of these themes already being tackled by the design community?

- The Mayor's housing goal of 53,000 units: Dorchester Avenue opportunity zone (the April 2015 charrette)
- The Mayor's housing goal of 53,000 units: Washington Street/Forest Hills T Station opportunity zone
- Sea level rise (Living with Water competition)
- Water transportation in Boston Harbor
- Old Northern Avenue Bridge
- Boston Olympics
- Boston City Hall and City Hall Plaza

Are there specific areas of the City or larger Metropolitan Area that are the focus of current planning initiatives and could use some design thinking?

- Sullivan Square
- Boston Marine Industrial
- East Boston Waterfront
- Suffolk Downs
- Areas adjacent to the planned BCEC Expansion
- Massport-owned area east of D Street and west of the Reserved Channel

How does this theme dovetail into some of the other themes being discussed today?

- Perhaps the upcoming urban design charrettes can recruit participants through the schools, Emerging Professionals Network, and other BSA venues popular with young professionals.
- Future charrette teams should include a wider range of professionals, including the kinds of professionals identified in the New Forms of Practice session.

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The BSA 2015 Board Retreat: *Emerging Professionals*

Jim Collins FAIA and Justin Crane AIA

Breakout Session: *How can the BSA be indispensable to emerging professionals?*

What current BSA programs are most popular with emerging professionals?

- The “ARE Success Teams” – Architecture Registration Exam study groups
- Urban Design Committee
- BSA Space gallery openings
- Emerging Professionals Network?
- Others?

How can the BSA better encourage and foster emerging professionals?

- Invigorate the Emerging Professionals Network by cross-fertilizing it with the emerging professionals committees of allied organizations (BSLA, ULI, APA, etc.)
- Highlight professional practice issues that are particularly germane to young professionals, including licensure, professional mentoring, post-school connections to ideas, etc.
- By organizing can't-be-missed social/networking events at the BSA and member firms
- By including an annual emerging professionals session for all BSA Committees

How does this theme dovetail into some of the other themes being discussed today?

- The BSA needs to create bridges with the schools by providing content and resources for professional practice courses, by hosting firm mentoring and interview events, and hosting events that focus on larger academic themes that help create intellectual bridges between area schools. These activities will make students more aware of the BSA, and therefore, more likely to participate in BSA programs and events after they graduate.
- New forms of practice are particularly interesting to young professionals who are still charting their own professional course.
- Perhaps the upcoming urban design charrettes can recruit participants through the Emerging Professionals Network and other BSA venues popular with young professionals.

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The BSA 2015 Board Retreat: *New Forms of Practice*

Mark Pasnik AIA and Mia Scharphie

Breakout Session: *How can the BSA better explore and promote new modes of entrepreneurial practice?*

Can you identify new forms of practice that have emerged in the past 5-10 years and provide examples of people and/or firms that exemplify the examples?

- Interdisciplinary practices that include architecture and interior design as one component of a practice that also might include graphic design, branding, curatorial consulting, and editorial consulting
- Practices that combine architecture, landscape architecture, and urban design
- Non-profit and/or mission-driven practices
- Practices that target specific international locations outside of Boston
- Practices that focus on a very narrow range of project types
- Freelance consultants with specialized expertise that move from project to project

How can the BSA better encourage and foster these new kinds of practices?

- Through joint events with other allied professional organizations
- With mentoring programs that specifically target these practice types
- By providing a resource guide for professional and business issues and like-minded firms in Boston and elsewhere
- By organizing talks and panel discussions focused on “new forms of practice”
- By providing a membership rate structure that is calibrated to the firm type

How does this theme dovetail into some of the other themes being discussed today?

- New practice models should be a focus of the schools as well as the BSA. Perhaps the BSA can organize a lecture series on the topic that can also fulfill one of the requirements of professional practice courses at area schools.
- New forms of practice are particularly interesting to young professionals who are still charting their own professional course.
- Perhaps the upcoming urban design charrettes can include a wider bandwidth of professionals and include some the people and firms listed above.

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