

Dear AIA Minnesota firm leader:

Thank you for your firm's continued support of AIA Minnesota and the work we do on your behalf.

In 2024, the AIA Minnesota Board of Directors articulated what is core to our work as:

1. **Connecting members to each other**, to drive learning and excellence in architecture.
2. **Advocacy at the state level**, to shape policy that supports a thriving profession and a better built environment.
3. **Promoting the value of architects and architecture** to the key stakeholders of today and the architects of tomorrow.

Member dues and the Firm Assessment make it possible for us to fulfill these core responsibilities. The stability of these two revenue sources is critical to AIA Minnesota's sustained efforts. During the past year, they supported:

- **Advocacy at the State Capitol.** Following an extraordinarily impactful 2023 legislative session, where years of work paid off with a significant capital investment package (\$2.6 billion in total), the reinstatement of the Historic Preservation Tax Credit through June of 2030, and dozens of bills that advanced climate action in our state, the 2024 legislative session was disappointing. A criminal complaint against a legislator led to a stalemate on bonding in the final hours. With a split legislature and little clarity on how power sharing between the parties will actually work, we will have to redouble our efforts to resurrect a bonding bill. There will be dozens of new legislators for us to introduce to the important work architects do and the importance of our policy priorities around investment in the built environment and support for this licensed profession.
- **Engagement on licensure pathways.** The Minnesota Board of AELSLAGID made it known in 2024 that they are exploring additional licensure pathways for architects. Through sessions at the AIA Minnesota Conference, member surveys, and a task force that includes respected firm leaders and representatives of the NAAB-accredited schools of architecture, we continue to work toward a refined AIA Minnesota policy position to share with the licensing board, as they are the body with the power to make changes on licensure. Understanding, respecting, and bridging differences of opinion within our membership and among key stakeholders on this important issue is the difficult work we will continue to do into 2025.
- **Youth outreach efforts.** Activities of the Architecture in the Schools Committee and the engagement of dozens of volunteers and architecture students were reinvigorated in 2024. New approaches to K-12 outreach at the Minnesota State Fair were paired with new partnerships with the Little Africa Festival, the Girl Scouts, and SparkPath's CreativeCon that will dramatically expand our connections with youth in 2025.
- **The third print annual of *ENTER*.** Developed with clients and key influencers in mind, the print annual was sent to CEOs, legislators, city leaders, and key influencers throughout Minnesota. The companion *ENTER* digital monthly also continues to bring forward insights and to highlight the work of Minnesota firms in a way that is easy to share with public,

nonprofit, and private-sector clients and stakeholders. When you have a story idea, please make sure to share it with ENTER editor-in-chief Chris Hudson HUDSON@AIA-MN.ORG.

- **The Homes by Architects Tour and the Home of the Month collaboration with the Star Tribune.** These public outreach efforts continue to bring attention to the extraordinary work of Minnesota's residential architecture community. This year's pilot of adding small projects to the Homes by Architects Tour was well received by tourgoers and architecture firms alike. We are poised for 2025 to be another great year for these efforts.
- **The Minnesota Conference on Architecture.** The Conference returned to The Depot in Minneapolis for a second year. The new venue continues to provide a boost to the attendee experience while offering the same high-quality content and increased opportunities for meaningful interactions. Attendees and exhibitors provided extraordinarily positive feedback on the new location. **Save the dates for November 3-5, 2025!**
- **Awards programs.** In 2024, AIA Minnesota hosted several celebrations to honor the achievements of our members throughout the year. This approach of hosting more impactful, meaningful events rather than a single event at the end of the year was greatly appreciated by those being honored and allowed us to also grow recognition for national award-winning projects and individual honorees, as well as recipients of the Minnesota Architectural Foundation's grants and scholarships.
- **The Culture Change Initiative.** Six years into this effort, it continues to receive national accolades. Our national Community of Practice for Culture Change continues to support professionals who are striving for an industry culture of authenticity and collaboration, and where everyone can do their best work.

Your support through the Firm Assessment makes this work happen! The Firm Assessment was created more than 55 years ago to provide continuing support for the services provided by AIA Minnesota that are of significant benefit to firms and the profession. **Please complete your Firm Assessment Invoice and Worksheet and return it with payment by January 31, 2025.**

Payment of the Firm Assessment is required by the AIA Minnesota Bylaws for any firm with an AIA Minnesota member as a principal. Please email Amber Allardyce at ALLARDYCE@AIA-MN.ORG if you have questions regarding the invoice, to ask about payment plan options, to receive a hard copy by mail, or to share notice of changes in your firm (mergers, retirement, transitions, etc.).

Thank you for supporting and promoting AIA Minnesota. We look forward to another year of advocating on your behalf, promoting the value of architecture, and supporting your success.

All the best to you and your firm for the year ahead!



Mary-Margaret Zindren, CAE
Executive Vice President, AIA Minnesota