

DRAFT MINUTES - CSLA Board of Directors

Monday, 23 March 2015, 12 to 2 pm EST

Present: Michelle Legault, Bob Somers, Carol Craig, Rob Norman, Gordon Kraushaar, Margaret Ferguson, Jean Landry, Trevor Tumach, Nastaran Moradinejad, Arnis Budrevics, Peter Alexander, Joanne Moran

Guest: Alex Topps

Regrets: Cameron DeLong, Peter Briggs

No.:	Item:
1	<p>Call to Order and Welcome</p> <p>Carol Craig welcomed members and called the meeting to order.</p>
2	<p>Approval of Proposed Agenda</p> <p>Strategic plan will be item number 4. Alex Topps will call in at 12:30.</p> <p>MOTION 2015-3-1: Moved by Trevor Tumach and seconded by Jean Landry to approve the agenda as proposed. Motion unanimously approved.</p>
3	<p>Approval of the Minutes of the Meeting of 13 February 2015</p> <p>MOTION 2015-3-2: Moved by Robert Norman and seconded by Bob Somers to approve the minutes of the meeting of 13 February 2015 as presented. Motion approved with two abstentions.</p>
4	<p>Executive Director's Report</p> <p><i>_National Landscape Standard</i></p> <p>Michelle Legault reported that a meeting would be held in April in BC to work through the logistics of taking the BC Landscape Standard to a national edition. Both the BCSLA and the BCNLA have agreed to replace the BC standard with a national standard with regional variations. The purpose of the meeting in April is to begin working through the copyright issues and the compensation model for the BC team.</p> <p><i>_Congress 2015</i></p> <p>Michelle Legault reported that there are 30 guests attending the Congress and just over 40 delegates registered as paying attendees. Only two companies have come in as sponsors and 5 companies as exhibitors. The program is set, the tours are organized and a charrette is being planned. Currently, the planning committee is trying to work towards bringing in sponsors. However, if, in the next three weeks, the trade show and the number of delegates do not increase, an alternative plan will need to be considered for the trade show and the contract with the hotel will need to be re-negotiated. Michelle is currently working on finding ways to make the program more interesting to lure potential attendees, such as inviting all the awards of excellence recipients to a special session, and recognizing them at the gala. Michelle noted that the board should expect a loss on this Congress.</p> <p><i>_Awards of Excellence</i></p> <p>Michelle Legault reported that a press release was circulated along with images and the awards were</p>

	<p>loaded into the awards atlas. The web page on the awards and the atlas is getting lots of hits, and the week of the press release, Michelle gave several media interviews, and connected many journalists to the award winners. Many articles and coverage on the awards is pending.</p> <p><i>_WLAM</i></p> <p>The program was launched on the 23rd of March with the poster selected as the face of the 2015 WLAM edition, which will also become the cover of the Canadian Landscape Charter. In addition, this week, over 1000 posters will be circulated to the contacts in the advocacy mailing list along with a letter explaining the objectives of WLAM. WLAM has been advertised in the bulletin and Michelle is working closely with components to publicize WLAM events on the website.</p> <p><i>_Victims of Communism Memorial</i></p> <p>Michelle suggested that members visit the Advocacy/Issues web page on the CSLA site to see the work being done on the Victims of Communism Memorial. The CSLA has formed a coalition along with RAIC, OAA and CIP, and actions so far have included:</p> <ul style="list-style-type: none"> a) meeting with MP Paul Dewar b) releasing a statement opposing the monument c) writing a letter to the prime minister and ministers involved d) authoring several ATIP requests to the NCC for information on the process of approval for the monument e) liaising with reporters f) sending an e-blast to members on the issue g) organizing a public event. <p>The coalition meets weekly and is still actively seeking to make a presentation at the NCC Board meeting, the NCC Annual General Meeting, and is coordinating a presentation by Liette Fortin (an expert on the Long-Term Vision and Plan for the Parliamentary and Judicial Precincts) to parliamentarians, ministers, etc. In addition, as the site has been set aside for a future federal court building, we are trying to convince the law societies to become involved in the coalition.</p>
5	<p>Financial Report</p> <p>Arnis Budrevics reported that all finances were in order. He noted that our balance is low because we are in the process of invoicing components.</p>
6	<p>LAAC Report</p> <p>Alex Topps thanked the Board for allowing him to attend the President's Council meeting in Washington and noted that it was very useful. He reported that feedback on the revised Manual of Standards and Procedures is currently under way. LAAC reached out to practitioners and should be completed by mid-April. The revised manual should be completed by mid-summer. The LAAC also reached out to members to build a roster of visiting evaluators and over 50 people have volunteered. They all received thank you letters and packages, and the Board should consider a thank you to the component staff who helped coordinate the review. Alex reported on a recent visit to the University of Montréal. The MA program seems eligible for accreditation and they will pursue accreditation in the fall. Their low staff numbers need to be addressed. They will not be seeking to accredit the BLA program, again, because of low staff numbers. The university designed the BLA as a preparatory program, not an accredited program, which came as a surprise to both LAAC and students who are now seeking</p>

	<p>membership to AAPQ with a 3-year BLA from the Université de Montréal. Finally, Alex Topps noted that the members of the Council will turn-over in one year, and that a successor for chairing the LAAC should be considered. Bob Somers reported that the U of Manitoba was very impressed by the smoothness and structure of their recent accreditation process. Jean Landry thanked Alex Topps for his visit at the Université de Montréal. He also noted that a non-accredited BLA would be felt throughout the profession in Québec, and that this part of the discussion should be continued at the board level. Carol Craig thanked Alex Topps for his work on the LAAC.</p>
7	<p>Canadian Landscape Charter: Approval of Final Draft</p> <p>The charter has been re-worked, edited and the final version is ready for approval. Some additional layout and translation is required. The document describing the initiative explains the objective of the charter, the history and the involvement of IFLA. The final document, the action plan, is also in draft. Michelle reported that the charter was circulated to the components after the last meeting, and a few comments were received. The goal today is to approve the charter for presentation in May and circulate it to components for their endorsement. Arnis Budrevics suggested that the document carry the CSLA branding. Carol Craig shared her praise for the document.</p> <p>MOTION 2015-3-3: Moved by Peter Alexander and seconded by Joanne Moran to approve the Canadian Landscape Charter as presented. Motion unanimously approved.</p>
8	<p>Recognition Awards: Selection of Recipients</p> <p>MOTION 2015-3-4: Moved by Arnis Budrevics and seconded by Jean Landry to award the Schwabenbauer Award to Jane Durante. Motion unanimously approved.</p> <p>MOTION 2015-3-5: Moved by Margaret Ferguson and seconded by Peter Alexander to award the Teaching Award to John Danahy. Motion unanimously approved.</p> <p>MOTION 2015-3-5a: Moved by Jean Landry and seconded by Margaret Ferguson to award the Emerging Professionals Award to Sarah Lacombe. Motion unanimously approved.</p>
9	<p>Communications Policy</p> <p>Gordon Kraushaar summarized the work of the committee on structuring this policy. Michelle noted that the policy states the current communications structures and puts new ones in place, such as a treatment of national issues and official languages. The policy should be seen as a jumping off point for developing the CSLA's role in communications. "Who needs to be convinced? Who is the main target audience of the communication?" This should be integrated in the issues flow-chart. Also, that an issue can be elevated to the CSLA by components at any time. Bob Somers noted that each component should have a similar policy and it should be shared accordingly and added to the agenda of the next Executive Director's meeting. The idea of working as a coalition should be added to the document. Add a deadline to the long-term treatment of issues.</p> <p>MOTION 2015-3-6: Moved by Gordon Kraushaar and seconded by Trevor Tumach to approve the communications policy as modified. Motion unanimously approved.</p>
10	<p>Logo and Visual Identity Refresh</p> <p>Members discussed the proposed logo refresh and suggested using all the logos in their appropriate applications. Options 1, 2 (with the text modified to have the names the same font size) and 3 should be</p>

	<p>retained depending on the requirements. Option 4 should not be retained. Guidelines should also be drafted on the use of each of the logos. The logo should also be tested in black and white. Option 3 should be retained as the society's brand and the other variations as word marks. Michelle to draft guidelines on the use of the logo's variations.</p> <p>MOTION 2015-3-7: Moved by Arnis Budrevics and seconded by Rob Norman to approve option 3 as the CSLA logo with the "I" dropped. Motion unanimously approved.</p>
11	<p>Study on the Value of Landscape Architecture: Approval of Proposal</p> <p>MOTION 2015-3-8: Moved by Peter Alexander and seconded by Jean Landry to award the contract to Analytic for the Study on the Value of Landscape Architecture. Motion unanimously approved.</p>
12	<p>Continuing Education Model Program</p> <p>Gordon Kraushaar reported that the CE Committee has put forward a model CE program for use by components, which is based on the BC and ON programs. Members are asked to share their comments on the proposed program.</p> <p>MOTION 2015-3-9: Moved by Margaret Ferguson and seconded by Jean Landry to endorse the continuing education model program as presented. Motion unanimously approved.</p>
13	<p>Awards of Excellence Revision</p> <p>MOTION 2015-3-10: Moved by Bob Somers and seconded by Margaret Ferguson to endorse the revised awards of excellence structure. Motion unanimously approved.</p>
14	<p>Legacy Project Award</p> <p>MOTION 2015-3-11: Moved by Bob Somers and seconded by Nastaran Moradinejad to approve the Legacy Project Award and launch it in the Fall of 2015. Motion unanimously approved.</p>
15	<p>Strategic Plan 2015-17</p> <p>The Strategic Plan Committee has been concentrating on adding to the actions, timelines and performance indicators. In addition, there has been an effort to prioritize the actions, especially because of the number of actions identified. In addition, a "lead" has been identified for each action. Michelle Legault summarized additional changes to the document, and identified the next steps for the document, which should culminate in ratification at the Annual General Meeting. Board members are asked to send final feedback by the end of day Wednesday. We should add as a performance measure that the strategic plan is reviewed annually.</p> <p>MOTION 2015-3-12: Moved by Nastaran Moradinejad and seconded by Jean Landry to endorse the CSLA Strategic Plan 2015-17 and delegate its final approval to the Executive Committee, pending comments from the Board. Motion unanimously approved.</p>
16	<p>Request - Component Advocacy Grant Program</p> <p>Michelle Legault and Jean Landry summarized the project.</p> <p>MOTION 2015-3-13: Moved by Margaret Ferguson and seconded by Gordon Kraushaar to approve the AAPQ request, which would be supported by unallocated net assets. Motion unanimously approved.</p>

17	Adjournment The meeting adjourned at 2:23 pm
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