

DRAFT MINUTES

CSLA Board of Directors

Thursday, December 14th, 2017, by teleconference

Present: Michelle Legault, Natalie Goulet-Sorenson, Jean Landry, Nastaran Moradinejad, Kathy Dunster, Vincent Asselin, Gordon Smith, Trevor Tumach, Arnis Budrevics, Hope Parnham, Monica Giesbrecht, Cameron DeLong, Sarah Culp

Regrets: Margaret Ferugson

No.:	Item:	Report	Time
1	Call to Order and Welcome Vincent Asselin called the meeting to order.	V. Asselin	2 min
2	Conflict of Interest Statement Regarding the agenda for today's meeting, does any member of the board have any relationships or interests that could compromise, or be perceived to compromise, your ability to exercise judgment or decision-making independently and objectively with a view to the best interests of the CSLA? If so, please declare the conflict. No conflicts were declared.	V. Asselin	2 min
3	Approval of Proposed Agenda MOTION 2017-12-1: To approve the agenda as proposed. Moved by Jean Landry and seconded by Nastaran Moradinejad. Motion unanimously approved.	V. Asselin	2 min
4	Approval of the Minutes of the Last Meeting MOTION 2017-12-2: To approve the minutes of the October 15th, 2017, meeting as presented. Moved by Jean Landry and seconded by Trevor Tumach. Motion unanimously approved.	V. Asselin	2 min
5	President's Report Following the Congress, Vincent Asselin attended the two-day World Design Summit as an observer representative of the CSLA, and Jean Landry attended as a representative of the AAPQ. IFLA was the organization which had a voice at the meeting, and Kathryn Moore represented the issues very well. Vincent thanks Michelle Legault who was a great ambassador for the profession in the organization of the 2017 Congress, and recognized the work of the Congress Planning Team for 2017. Vincent also met with the incoming IFLA representative to help orient him to his responsibilities and the Board's expectations of his mandate.	V. Asselin	10 min
6	Executive Director's Report and Business Arising from the Minutes of the Last	M. Legault	20 min

Meeting

Business Arising

1. **Committee Review:** Committees are in the process of being re-structured and a committee manual is being developed. A standardized template for committee reporting was also developed. **ONGOING**
2. **Finance Committee in Bylaws:** A legal opinion was sought and the lawyers are currently suggesting languages for the by-laws. Bylaws will be presented to the Board for approval at a later date (but in time for approval at the AGM). **ONGOING**
3. **Advocacy Committee in Bylaws:** Consulted with lawyer who suggested not including the advocacy committee in the by-laws, but rather, eventually including a line about the CSLA's mission in an introductory position in the bylaws. **ONGOING**
4. **CLS:** See agenda item further **ONGOING**
5. **Corporate Sponsorship Program:** To be further developed by the membership committee. **ONGOING**
6. **Advocacy Committee Terms of Reference and Action Plan:** To be further developed by the advocacy committee and submitted to board for approval. **ONGOING**
7. **ASLA Strategy:** Strategies incorporated into CSLA systems, and a letter to ASLA being drafted for discussion during the President's Council meetings in San Diego in January 2018. **ONGOING**
8. **FCM Strategy:** Elements of the strategy incorporated in the work of the advocacy committee, for example, Monica Giesbrecht, Lois Ross and Colleen Mercer Clarke attending the Sustainability Conference. **ONGOING**
9. **Budget Brief:** Was circulated to MPs visited by Board members, and to other contacts within the government. **ONGOING**
10. **Nominating Committee:** See agenda item further. **ONGOING**
11. **Strategic Plan 2018-20:** See agenda item further. **ONGOING**
12. **LACF Letter of Understanding:** submitted to LACF, waiting for their response. **ONGOING**
13. **College of Fellows Pin:** in production. **ONGOING**
14. **Qualifications-Based Procurement:** tabled to April 2018 Board meeting. **ONGOING**
15. **Reciprocity Agreement:** Letter drafted for components and BCSLA asking for feedback on the necessity, the validity and the workability of the agreement. **ONGOING**
16. **National Historic Person:** Gordon Smith to follow-up as required. **ONGOING**
17. **Governor General's Medal in Landscape Architecture 2018:** Call for nominations launched December 5th. **DONE**
18. **Awards of Excellence External Juror:** Catherine Osborne of Azure magazine accepted. **DONE**
19. **Board Manual:** Updated and posted online. **DONE**

- 20. **AGM Policy:** Updated and posted online. **DONE**
- 21. **Collage Product Endorsement:** Communicated the Board's decision. **DONE**
- 22. **Budget review:** See agenda item further. **ONGOING**
- 23. **Developing Resilience Study:** E-blast circulated to members and follow-ups in process. **DONE**

Executive Director's Report

Update on the Canadian Landscape Standard: Michelle Legault reported that a meeting of the CLS Steering Committee was held in Toronto in November and that the process of developing the second edition of the CLS was kicked off. Highlights of the meeting include:

- renewal of the steering committee members
- establishment of a marketing group
- process for revision was set-out, which will include a survey of the CLS's current users
- investigating a potential change in the sale model for the CLS, which would see the CNLA and CSLA charge a small amount to each member within their dues, and the CLS would then be included in their membership fee. The CLS Steering Committee needs to determine if we can make this change or if it would be in contravention of the agreement with have with the BCSLA and BCLNA. If the model is sound, we would be launching it for the 2020 dues. This model may not be applicable in Québec because of the BNQ's revisions, though the CLS Steering Group is proposing to work with the BNQ to have the CLS used as its baseline. Members were in agreement with the proposal.

2018 Congress: Michelle Legault reported on the 2018 Congress plans:

- Diana Beresford-Kroeger and Anne Whiston Spirn will soon be announced as keynote speakers
- session speakers have been selected and are being scheduled into the program
- tours are in the final stages of development
- the trade show is sold out, and we are continuing to sell sponsorships
- a number of the CSLA's Committees are planning special initiatives and meetings during the Congress
- registration for the Congress will open in the second week of January 2018, or earlier, if the information is ready.

Post-Mortem: 2017 Congress

World Design Summit Organization

The Montreal 2017 World Design Summit primary goal for the initiators (6 design domains) was to bring together worldwide representatives from the participating design domains with the aim of breaking the silos so to "Change the world in 10 days". This idea initiated in Quebec and the original design domains (including AAPQ) were also from Quebec. CSLA was invited and agreed to join forces before 2010 seeking the participation of IFLA. The targeted date for 2017 because of the 375th and 150th anniversary of Montreal and Canada. Monetary and tactical support were expected from both level of government. The 2017 Montreal event was to be composed of two event: one international congress grouping all 6 design domains and one World Summit grouping as many as possible international organizations active or interested in design. Associations like CSLA/AAPQ were not to participate directly in the Summit but IFLA was. Because of the complexity of the project and especially the number of associations/organizations that were to participate,

especially at the international level, the mandate to organize and coordinate the congress and the summit was given to WDSO which was based in Montreal with personnel coming from the defunct Design Montreal organization which was originally responsible for the promotion of the design domain in Montreal. What happened is:

- WDSO has not been able to deliver the congress as promised and contractually signed and to achieve the main objectives that motivated our involvement,
- The Committee feels that the WDSO's management of basic conference logistics and communications was a failure. Their arrogance, lack of leadership at the senior level, poor management, and the refusal to treat the participating associations as 'clients' were a constant issue. That said, the staff of the WDSO were extremely helpful.
- The WDSO Board was unfortunately powerless on many fronts. Much of the WDSO's issues stem from poor governance (4 Executive Directors in 1 year, 9 months...), and employees were kept in the dark about important decisions of the Board.
- The scope of the event was unmanageable, and when the WDSO should've been simplified or reduced because of tactical and monetary concerns, they made the event even more ambitious, risking everything. They prioritized a possible 2019 Summit in place of a 2017 successful congress that could lead to a 2019 event.
- The objective of bringing the design discipline closer together was achieved, though not to the level that we had expected and not because of WDSO actions.
- The model and structures put in place for the event were unchangeable by the CSLA and AAPQ and because of the nature of the agreements, we were essentially 'stuck' with it. The associations should have had approval capacities on the WDSO decisions, as opposed to being 'informed' when everything is done.
- The content of the event was uneven in quality, but the great range of speakers meant that there was something for everyone. In general, the Congress was satisfactory. That said, the selection process for abstracts was very sophisticated.
- The interdisciplinary of the Congress was appreciated by delegates
- Lack of a department at the university of Montreal, or involvement, meant that we were not able to integrate the charrette and student design competition within the program. The last-minute sabotage of the charrette by the WDSO's Alain Gariépy did not help (we agreed to open the IFLA charrette to the participants of the cancelled WDSO charrette, but they would not share the list of participants).
- Lots of time and hope and potential invested in the event, few results from the investment. Hopefully our members will not feel they have been under-served. Were our expectations of the event too high? Or did we have too much at risk (IFLA Conference)?
- Low support by the city of Montreal was disappointing and reduced the overall impact of the both the congress and summit.

- The keynote speakers, in general, did not participate in the Congress, which was unfortunate. Colleen Mercer Clarke and Dirk Simonds stood out in their interaction with students, delegates, etc.
- The EXPO was excellent, but it was too large for the number of delegates and lots of dissatisfaction was expressed on behalf of exhibitors. We used that dissatisfaction to sell the 2018 Congress trade show.

CSLA / AAPQ

- Collaboration between the CSLA and AAPQ was stellar, and a bright spot in the whole event. The Summit and Congress created a rich environment for exchanges and discussions.
- The localization of our kiosk permitted us to meet our Commercial partners and invite them to the 2018 Toronto Congress and various activities to be organized by AAPQ in Quebec
- Landscape architecture made up at least a third of the delegates, the trade show, etc. This is a good sign and it speaks loudly about our members involvement and curiosity.
- We were successful, if the context is taken into consideration. Our vision was more or less realized, even if the caliber was not attained. We would have been more capable without WDSO.
- The leadership of the landscape architecture associations was noted by all, including the WDSO. There would not have been a Congress without us. Were our expectations of the event too high? We had greater risk than other associations, because of the IFLA World Congress and national event expectations.
- The general comments being heard within the membership is that the congress was good, but poorly managed. CSLA and AAPQ are not seen as responsible for the event's weaknesses and flaws.
- A bright spot was the tours, and they enhanced the delegates' experience. It's a shame the WDSO did not help us promote them further.
- The gala was a success, though the program was heavy and we will be making changes to the format in the future.

IFLA

- The Summit was less interesting to the CSLA/AAPQ (lack of involvement in the decision making), but more relevant to the IFLA. There is an unfortunate lack of follow-up from the Summit which put doubts on the long-term value of this whole adventure.
- Many of the IFLA's expectations were not met because of the WDSO's shortcomings, budget cuts, cancellations, lack of collaboration and failed promises. This reflected poorly on the CSLA.
- IFLA's lack of administrative or management support was unfortunate, and demonstrated a lack of leadership by IFLA. The roles and responsibilities of IFLA and the host are also extremely unclear, and made the planning of the event of great difficulty, for example, when the CSLA wanted to withdraw from the event and was threatened with legal action by the IFLA. The IFLA's congress model is clearly not efficient or functional. Furthermore, the

	<p>structure of the relationships was rather incestuous (IFLA working directly with WDSO, WDSO making demands of IFLA, IFLA making demands of CSLA, WDSO ignoring CSLA's demands, etc.)</p> <p>Jean Landry added that the CSLA and AAPQ was committed to this event, and the leadership of the CSLA was highly visible. This reinforced the connection between the CSLA and the AAPQ.</p> <p>CE Survey: Michelle Legault reported that within the next week the results of the CE survey undertaken this fall will be circulated to the components.</p>		
6	<p>Finance Committee Report</p> <p>a) Review of current financials Our worst-case scenario for loss of the 2017 Congress is 10,000\$, however, there are sufficient funds in the account for the remainder of the year.</p> <p>b) Approval of the 2018 Budget proposal by the Finance Committee</p> <p>MOTION 2017-12-3: To approve the 2018 budget as presented. Moved by Arnis Budrevics and seconded by Sarah Culp. Motion unanimously approved.</p> <p>MOTION 2017-12-4: To approve 10,000\$ from UNA in 2018 to support the Compensation and Benefits Survey. Moved by Nastaran Moradinejad and seconded by Jean Landry. Motion unanimously approved.</p>	Arnis Budrevics	15 min
7	<p>Awards of Excellence – Associate Member Eligibility</p> <p>Nastaran Moradinejad suggested that a student category be contemplated in the future. Sarah Culp suggested that the term 'landscape architect' should be used carefully in the eligibility criteria. Members feel it is important not to blur the lines of membership. Defer to the April meeting.</p>	M. Legault	10 min
8	<p>Strategic Plan</p> <p>MOTION 2017-12-5: To approve the 2018-2020 CSLA Strategic Plan in principle and present it to the membership for approval at the April, 2018 AGM. Moved by Sarah Culp and seconded by Nastaran Moradinejad. Motion unanimously approved.</p>	G. Smith	15 min
9	<p>Nominating Committee</p> <p>The Board will be asked to vote on this item electronically during the holidays.</p>	G. Smith	10 min
10	<p>Indigenous Issues Task Force Discussion Document</p> <p>MOTION 2017-12-6: To circulate the revised Indigenous Issues Task Force Discussion Document to the membership for information. Moved by Jean Landry and seconded by Kathy Dunster. Motion unanimously approved.</p>	M. Legault	5 min.
11	<p>Adjournment</p>	All	