

**CANADIAN SOCIETY OF LANDSCAPE ARCHITECTS  
ASSOCIATION DES ARCHITECTES PAYSAGISTES DU CANADA**

**BOARD OF GOVERNORS MEETING  
JANUARY 26 & 27, 1996, MONTREAL, PQ.**

*These minutes incorporate all changes and comments received to February 26, 1996. Please note items which require your action and ensure completion where possible by the next BOG meeting.*

Attended by: **AALA** - Victor Kallos, **AAPQ** - Lynn Duranceau, **APALA** - Colleen Mercer Clarke, **BCSLA** - Eriks Eglite, **MALA** - Jim Paterson, **OALA** - Ann Milovsoroff, **SALA** - David Powell, **President** - Ken Hoyle, **President-Elect** - Ron Middleton, **Executive Director** - Larry Paterson

Regrets: **NWTALA** - Margaret Ferguson, **NALA** - Neil Dawes

**1 AGENDA**

**ACTION**

**1.1 Review of minutes of Winnipeg BOG**

President Hoyle welcomed everyone to the meeting and reviewed the agenda and how the meeting would be conducted.

**Moved: Milovsoroff, Second J. Paterson that the agenda be approved, Carried**

Page 8, item 11. Comment by Duranceau, administration of bylaws - are core and elective programs still in place? D.Barron had stated that the changes to the 1993 bylaws did not modify how the Society was administered and that core and elective were still in place, only the names had been dropped.

Powell - motion re: tie vote for president-elect, Dave remembered making a motion about how to deal with a tie. The motion was seconded by Kallos. The motion was to have both elected and to run in sequence.

J. Paterson raised the point about the Component reports and how information was to be provided noting that they were in fact not missing but had been deleted due to the computer malfunction.

**2. Program Review**

President Hoyle referred the BOG to the proposed Three Year Plan Budget 1996 and the schedules attached thereto. He provided an overview of the seven programs, noting that they had been introduced in Winnipeg. He asked if there

were any changes that were needed to the programs categories - do we want to continue with these seven programs?

**All BoG**

Hoyle noted that the key activities had been presented in the Bulletin and that these activities included:

Program 1 - Administration - continuity and provides executive assistance and assistance to the operation of the society.

Program 2 - Awards - celebrates professional accomplishments

Program 3 - Education - increases our knowledge base

Program 4 - National Initiatives - shares knowledge

Program 5 - International Initiatives - shares knowledge

Program 6 - Communication - fosters friendship

Program 7 - Public Relations - extends the professional profile

Issue of 'key activities' are what Hoyle wishes to achieve while he is President. He briefly reviewed each listed.

**Administration** has 16 activities as noted in the listing. These include: dealing with the day to day operation of the Society and proposes future direction and programs, bylaw changes, archives, liaison - nationally and internationally, etc.

**President**

**Awards and special recognition.**

**Exec. Dir**

**Education and Research** - a key focus is accreditation, it was noted that university of Guelph has never been accredited by the CSLA. Question about Ryerson - answer, this is not a professional degree and therefore not recognized for accreditation - could be a component issue.

**Pres. Elect**

**National Initiatives** - out-sourcing, classification of landscape architects, reciprocity etc. Self regulation refers to "title Acts".

**Pres. Elect**

**International Initiatives** - refers to reciprocity and exchanges, IFLA, Alliance etc.

It was noted that Congress 2000 is treated as an international initiative.

**President**

**Communication** - comment: all worked well last evening with students at U of Montreal

**Exec. Dir**

**Public Relations** - design alliance, SIN number, communities in bloom, external policies etc.

**Exec. Dir**

Budgets are activity-based and planning oriented. Budget is re-structured to the programs, that is, travel is not an item but is based upon an activity so that money

is tracked by each program. It was noted that the budget amounts need to be confirmed as we proceed through the day.

All BoG

1996-01  
Moved: Middleton, 2nd Duranceau that the seven program titles be accepted by the CSLA.

Discussion: Concerns of components tend to be directed to amounts to be spent on the programs not the content of the programs.

International issues were discussed as important to our membership, and the role Canada should play in the international marketplace.

**Motion Carried unanimously.**

### 3. Activities of the programs

#### 3.1 Administration:

Hoyle

General Management of the society. Position of executive director was extended in Winnipeg for a two year period. Reviewed some of the issues which are addressed in the day to day activities of Society such as out-sourcing concerns and the need for landscape architects to be represented. This example was used to express the need for moving to more permanent help.

Middleton indicated that the CSLA have an Executive Director position and an office set up as a two-year rolling agreement so that we never get caught short. The agreement should be reviewed yearly and renewed on a two year basis. MALA concerned that budget amounts are very large for executive director and administration - \$30,000 should be for a full time executive director not part time.

Smaller organizations such as SALA and APALA rely on CSLA to do things that they can't. Therefore a better organized and active CSLA provides them with an important level of service. CSLA provides a voice that is creditable for the smaller organizations.

Executive Secretary - to function as an assistant and co-ordinator with components and BOG.

Office space and equipment - needs to be kept separately funded. If we wish to acquire things this can be done through this program.

Executive Committee Meetings- to be in Okotoks every time in 1996. Three meetings per year are currently planned.

Hoyle reviewed the balance of the program components of the administration program highlighting issues of importance in each area.

Value of the roster questioned by Middleton - could be on the NET. Seems to be used on a regular basis.

Membership categories question on who is a member and how to bring associates and affiliates into the society. Deferred to separate discussion later on.

Suggest moving archives out of administration to research item 3.5.

1996-02  
Agreed.

L. Paterson

1996-03  
Suggest moving BOG subsidy from administration to national initiatives - program 4. Agreed.

L. Paterson

Suggest moving all non-office related to programs other than administration programs in order to demonstrate that we are providing service to the members. This will make it easier to sell to the membership. Agreed.

L. Paterson

1996-04  
Suggest a new program called "meetings" as these are an important function of the CSLA. Moved as noted below.

1996-05  
1.4 and 1.5 BOG meetings and BOG subsidy to be moved to Communication - Program 6. Agreed.

L. Paterson

1996-07  
Roster and Handbook to go to Communication Program 6, item 6.8 Agreed.

L. Paterson

### 3.2 Awards and Special Recognition

L. Paterson

Are they working - do we wish to continue, are they self serving?

All BoG

We need to lever more attention to what we do. This is the key to an event. In favour of maintaining community service award and regional service award. Awards have value to help make members feel they're part of a group. President's Award - could be done another way other than a plaque or certificate ie. a service pin, etc.

D. Barron

Propose that we not proceed with BOG certificates but that we use some other means such as a special letter.

Professional Awards to be expanded to include government categories - Executive

Director to explore with Program Chair.

**L. Paterson**

### **3.3 Program 3 - Education and Research**

Could lecture series be self financing? Could focus this year for example on Internet training - as we are generally moving in this direction.

**Middleton**

Lecture series should be video taped and provided to components. Could develop a lending library.

School support not funded this year but could be a part of the lecture series.

LACF needs to be encouraged to work more closely with the CSLA.

Has CSLA considered hiring students for summer work to undertake special projects such as surveys, research into special topic areas etc. Agreed to add to program as 3.6 statistical research.

**L. Paterson**

Hoyle provided copies of the two sheets handed out to the students and asked members to fill them out and have some discussion on the future of the profession. Topics could be expanded. Return to K. Hoyle ASAP.

**All BoG**

### **3.4 National Initiatives**

Reviewed programs noting federal and provincial government initiatives are important and need to be monitored.

**Middleton**

### **3.5 International Initiatives**

Need to expand reciprocity to other countries.

**Hoyle**

### **3.6 Communication**

Money for congress is seed money.

Bulletin to be more of a communication tool for the membership - need to break down budget amount. Intent is to send out bulletin as soon as possible after the BOG meeting. Could be set up on a program basis and include special articles on such things as the Internet, out-sourcing etc. Need to include chairpersons of activities. Bulletin could be put on the Internet and members given option of down loading information.

**L. Paterson**

Magazine articles ie., in Award Magazine - could pay our members to write articles in the magazine so we can get published. Need to develop magazine base that is focused on landscape architecture.

**L. Paterson**

Need to ensure components support editorial content of magazine. Articles should be in the Bulletin first then if accepted into other magazines.

**L. Paterson**

Negotiations for magazines such as Award magazine should include a copy to each BOG rep and each Executive Office.

**L. Paterson**

### **3.7 Public Relations**

Design Alliance: continuing to monitor and wary of overall costs to support yet another organization.

**L. Paterson**

'Communities in Bloom' has raised the profile of landscape architects in communities by expanding to a national program.

Ambassadorial program has good potential for outreach to other professions and areas of interest. Ambassadors need to understand what the CSLA is doing and what it's policies are. They need to bring CSLA point of view to the group they participate with. Components need a list of who is an ambassador and need to ensure they are members of the component.

**B. Johnson**

Allied professions currently setting up on going meetings with architects and engineers on issues such as standard consultant and sub-consultant contracts. Hoping to meet with engineers in Saskatoon in June.

**L. Paterson**

APALA can provide information re:engineering definition of roles and responsibilities. Note: the APALA have recently received a letter of support for their push for a titles act from the Engineers of N.S.

**Mercer Clarke**

External policies - to be provided for binders. Barron asked to develop policy for Royal Roads. Need to ensure policies reflect the objectives of the profession. Need to come from a position of power and credibility. Need to expand the professional stance of the CSLA in matters of environment and land use.

**D.Barron**

Mile 0 and mile Middle projects. Money is being requested from the Bank of Nova Scotia. Need to ensure that components will share in getting projects completed. Also asking bank for funding for computers for universities. Bank of Nova Scotia being approached as they currently are not involved in the environment. Project is not being developed as an environment project but as a park.

**Hoyle**

Promotional materials to include banners etc. for Congresses etc.

**L. Paterson**

Duranceau raised the point that information put on the Internet that is CSLA should be in both languages.

**Middleton**

Break for lunch - refer to hand written notes.

During the luncheon components presented highlights from their reports. The written reports are in the binder.

#### **4.0 1996 Program Budget**

#### **4.1 1995 Financial Statements**

Reviewed 1995 financial statements and once again expressed concern over the lack of expenditures on member programs. Under expended amount could either be set aside as a reserve for endowment, for a special project or some other use. Cash reserve of \$50,000.00 is recommended.

**L. Paterson**

Duranceau discussed point that dues could be reduced back to \$105.00. Reviewed this viz a viz delaying the current approved increase to \$115.00.

*1996-08* Moved: Milovsoroff, 2nd Eglite, that the dues for 1996 remain at \$110.00 and not be increased as previously approved.

Carried one abstention.

**L. Paterson**

*1996-09* Moved: Powell, 2nd Duranceau, that the ExCom review ways to determine how money held in reserve should be used by the Society to the benefit of the members.

Carried unanimously.

**ExCom**

#### **4.2 1996 Budget Approval**

Reviewed shifts in numbering of the programs to new categories - refer to attached for latest edition.

Need to develop schedule for the Bulletin - Schedule H

**L. Paterson**

#### **Program 1 - Administration**

Re: Executive Director - budget \$30,000.00

*1996-10* Moved: Milovsoroff, 2nd Mercer Clarke, that the budget for executive director

**and executive secretary be accepted.**

President and Executive Director agreement to be finalized within next couple of weeks.

**Hoyle/L. Paterson**

Question of executive secretary amount - presented at \$15.00 per hour

**Motion Carried unanimously.**

**Moved: Powell, 2nd Middleton, that the balance of program 1 be approved as noted.**

MALA raised potential of lease to own for equipment.

BOG insurance discussed as important to have in place.

Grand total of program 1 - \$63,400.00

**Motion Carried unanimously.**

**Hoyle**

**Program 2- Awards and Special recognition**

**L. Paterson**

**Moved: J. Paterson, 2nd Powell, that the \$10,600.00 program funds be approved as noted.**

Moved BOG money to pins and medals

Noted that Don Barron is keen on continuing with program activities.

Student Competition money is seed money to initiate the program.

**Carried unanimously.**

**Program 3 - Education and Research**

**Middleton**

**Moved Milovsoroff, 2nd Mercer Clarke, that the funds for Program 3 be approved.**

Agreed that student be hired for summer employment - for statistical research. BC had a summer student program based on 1½ month term paid over 3 months.

\$1,500.00 budget.

**L. Paterson**

Grand total for program \$11,300.00

**Carried, Duranceau absent for vote.**

**Program 4 - National Initiatives**

**Middleton**

**Moved: Middleton, 2nd Kallos, that the funds for program 4 be approved as noted.**

CSLA should consider technical assistance to ensure commonality of language, terms etc. be reviewed and normalized between components.

**L. Paterson**

It was noted that \$2000 was approved for APALA, suggested that money for APALA could be paid out of last years budget 1995 - agreed. Financial statements



need to be amended. Suggested that \$2000.00 to AALA \$3,000 set aside for self-regulation issues.

Carried unanimously.

**Program 5 - International Initiatives**

**Hoyle**

1996-15 Moved: Eglite, 2nd Mercer Clarke, that the funds for program 5 be approved.

Carried unanimously.

**Program 6 Communication**

**L. Paterson**

1996-16 Moved: J. Paterson, 2nd Powell, that the funds for program 6 be approved as noted.

Middleton reviewed Internet information at U of T and process of how we can use the net to communicate. Suggested that the Calgary home page be the Headquarters home page. Each component urged to have a home page. Middleton indicated he is willing to work with each component to help them achieve their Internet objectives. Development of home page graphic, text etc. would be part of the preparation of a home page.

**Middleton**

Suggested that budget be amended to \$3,000.00 total - agreed.

Magazine articles reduced to \$1,000.00

Suggested that university support could piggy-back on national initiatives.

School contact increased to \$2,000.00

French translation - main documents are being translated. Are AAPQ members receiving value for money? Need to review if Chantelle is continuing to assist Eurotrans for translation of technical terms - Duranceau to review.

**Duranceau**

ExCom Meetings: Budget \$3,500.00 as noted.

Re: Annual meeting - suggested that each BOG rep call a meeting in their area to be held the same day and that these meetings be linked for 1996 so that we have "virtual" conference. Video conferencing can be linked for 30 minutes from 10 sites for about \$10,000.00. Telephone would be less. Contentious issues could roll over to future meetings. Suggest telephone take priority over video.

**All BoG**

Needs more research re: legal status, may need to do by mail. Execom to review.

**ExCom**

BoG Subsidy - keep as is. Based on financial need.

Program 6 - communication total \$50,000.00

**L. Paterson**

Annual report to be added to Bulletin budget so it totals \$16,000.00. Bulletin

\$14,000.00, Annual Report \$2000.00

**Motion Carried unanimously.**

**Program 7 - Public Relations**

Suggested that CSLA members become involved at the local level in the 'Communities in Bloom' project.

TCH begins in St. John's, Newfoundland. The Trans Canada Highway Act was passed by parliament in 1949. Construction soon began and the highway was officially opened at Roger's Pass, BC. on July 30, 1962 @4860miles / 7821km. It is the longest national highway in the world.

**Moved: Middleton, 2nd Kallos, that the funds for program 7 be approved as noted.**

**Carried Unanimously**

**Summary of Program Budgets:**

1-	63,400.00
2 -	10,600.00
3 -	11,300.00
4 -	5,000.00
5 -	1,000.00
6 -	5,000.00
7 -	10,500.00

Total: 151,800.00

Budget is considered balanced.

**Moved: Middleton, 2nd Eglite, that the Three Year Plan and associated budget for 1996 be approved as noted.**

**Carried unanimously.**

**MEETING ADJOURNED FOR THE EVENING  
RECONVENED SATURDAY JAN. 27/96 @ 8:50 AM**

**Moved Eglite, 2nd Powell, that President Hoyle be authorized to negotiate with Larry Paterson and Linda LeGeyt for the establishment of the executive director and executive secretary positions within the budget amounts approved by the BOG.**

**Hoyle**

**Carried unanimously.**

## 5.0 MEMBERSHIP CATEGORIES WORKSHOP

- Chaired by President-elect, Ron Middleton.

Middleton provided an outline of how the workshop would be conducted.

Hoyle introduced this subject noting that previous decisions of the board have not been acted on and we now need to move this issue into action.

Middleton reviewed the history of the motions and discussions regarding membership noting that in 1985 a motion was passed to add associates and affiliates to the Society and that this had been approved as a mail-in bylaw amendment (94 for, 27 against). It was noted that this change has not been implemented in the bylaws.

L. Paterson

At the Board of Governor's meeting, June 1995 options for membership were presented on a cost-recovery basis. The focus is a desire to bring into the Society those who are interested in it - ie. associates, other interested parties such as architects, suppliers, etc. Concern was expressed by Mercer Clarke that this could create a problem for component members who may wish to give up membership for a lesser category of status. Discussion by the BOG was that generally a special status membership would be established for members in difficulty. The ASLA example of pro-rated fees for associates was presented.

Must remember that CSLA is a national organization based upon components and that the issue of associates is a component decision.

The current focus is not to re-visit the concept of membership categories but to move forward with implementation. Middleton reviewed the ASLA model for associate and affiliate categories and the dues attached thereto. Student associates are free for five months. Foreign members are also considered and allowed. ASLA membership to components is the reverse of the CSLA ie. ASLA membership gives membership in component - CSLA is the reverse. Clearly the ASLA and the CSLA are very different organizations. CSLA is not an inclusive organization.

Reviewed potential privileges of membership - this is not to allow a broader level of benefit at the national versus the component level but to explore differences and similarity.

Associate:

to attend and take part in discussions at the Annual Congresses and other general Society meetings.

BC has a problem with members "resisting" the process of full membership and its benefits due to a variety of reasons. BCSLA is trying to lobby these individuals to ensure they remain members with full member privileges rather than some other status of membership that allows participation without payment as is a problem with some members in government service.

- Suggested that the issue of what is a professional is important - associates should be considered members in training.
- Consensus was that associates should not vote in CSLA matters. It was felt that this would not be an issue for Alberta who do grant voting privileges.
- Consensus that associates would not vote on motions at meetings. AALA allows voting on any issue except changes to the by-laws.
- Can receive bulletin, roster - yes, but can not sell it.
- Other information could be provided to associates but no ballots.
- Generally agree that the associates could sit on committees but cannot chair the committee except as the chair of the associates member committee.  
Associates cannot receive members discounts on products and services.
- Will allow members rates for Congress and special events.
- Will not allow associates to participate in insurance and similar programs
- No membership certificate for associates.
- CSLA recognition is that an associate is a member in training (intern).
- Associates cannot use a CSLA designation
- Cannot sit on the BOG.

Should ASSOCIATE membership be on a voluntary or compulsory basis?

1996-20 Moved: Powell, 2nd by Duranceau, that once a component association of the CSLA has accepted associate membership in the CSLA in principle, associate membership in the CSLA shall be voluntary on an individual basis for an associate member in good standing of that component, and shall not be mandatory for all associate members of that component.

Motion withdrawn

1996-21 Moved: Milovsoroff, 2nd Mercer Clarke, that the CSLA not implement associate membership status.

All BoG

Motion Carried 5 in favour, 3 against.

Need to develop a preamble to the minutes that indicates that the nature of the discussion.

The Board of Governors emphasizes that the objective of broadening the scope of CSLA is not advanced by creating new categories of membership, but rather through improving the level and quality of professional information and service to the members.

BREAK FOR LUNCH

**6.0 Core and elective programs**

Hoyle requested that AAPQ bring forth a proposal of bylaw change such that the issue of core and elective is re-introduced into the bylaws or completely dropped from the way the CSLA operates.

**Duranceau**

Executive Director requested to prepare a position that will approve the program and allow the CSLA to move in the direction of implementation without the encumbrance of core and elective.

**L. Paterson**

Duranceau to explore the original reasons why core and elective were introduced into the bylaws.

**Duranceau**

**7.0 Re: Items of Discussion under item 5 above.**

Hoyle suggested that we offer subscriptions to the Bulletin to non-members. The roster and annual report not included in this subscription.

**L. Paterson**

Components urged to invite participation of associates within their components. **All BoG**

BOG rep to work with Components to organize and conduct a workshop for all categories of membership to have them come to learn about the CSLA and what it is doing.

**All BoG**

Components urged to adjust their description of associate to be defined as meaning internship. Deferred to future discussion.

**All BoG**

**Moved: Hoyle, 2nd Duranceau, that the first three items above be incorporated into the CSLA operations.**

**Carried unanimously.**

Middleton asked to make recommendation to the BOG that the issue of affiliate membership be re-visited by the BOG.

**Middleton**

**Moved: Powell, 2nd Kallos, that the ExCom be instructed to review the issues of affiliate and other membership categories and issues of the bylaws and**

1996-22

1996-23

**provide the BOG with a thorough report at the next BOG meeting.  
Carried unanimously**

**ExCom**

## **8.0 Reciprocity and Self Regulation**

Hoyle urged all components to have an apprenticeship program. He referred the group to the chart of circles provided to demonstrate the concept of professionalism and the problems that we face. BOG reps encouraged to work with this diagram, meet with their members and solicit their opinions and comments.

**All BoG**

Hoyle also reviewed the chart that attempts to position us within the marketplace. Concern is that our public image is that of planters and not constructors and implementors. BOG reps encouraged to move public thought away from the concept that we only do planting plans. APALA added that the issues of environment need to be incorporated into the chart so that it becomes more meaningful. Reps urges to expand this chart. APALA also expressed concern over the term planning and the need to ensure that this area of Landscape Architecture is not lost to other professions.

**All BoG**

BOG reps urged to try and find out what their members want - in what direction should we go.

**All BoG**

What the CSLA is needs to be clearly understood and enunciated. We serve the public interest and not the commercial. Our goal is to foster a stronger profession for our members.

The model for landscape architecture may be an outdated model. The definition of the profession needs to be three dimensional and not lineal. The circles have to be able to be shifted around to ensure we provide the services needed by the Society.

Bill PR37 summary of work that went on in Ontario to achieve legislation presented attributes of the profession that society demands highlighted. Components need to ensure their members are acting as professionals as defined by the Society. This needs to be debated at the component level. The public deserves the right to expect professionalism from those that are self-regulating. Must continually lobby for the right to be Landscape Architects. We need to ensure that the need for our services is understood and promoted. It should be entrenched in the minds of our members.

Hoyle encouraged the BOG to continue the dialogue with the membership and report back to other members of the BOG. Issue and topic areas to be explored with the membership so that CSLA BOG can focus its energies for the future. **All BoG**

## 9.0 Wildlife Fund Proposal

Re: Alliance and IFLA we can spend a lot of time on these organizations or we can align ourselves with an agency such as the World Wildlife Fund endangered spaces program. Need to have CSLA ambassadors on the local World Wildlife Fund areas and expand this to the international arena. The down side is that we potentially will be looked at as protectionists. This may be a way to link with other countries and build stronger links with Landscape Architects around the world. WWF is mandated for protection - we may need to move carefully in any arrangement we may pursue. Must carefully craft our role. Need to establish what WWF goals and objectives are. Mercer Clarke volunteered assistance with this issue.

Mercer Clarke

## 10. Accreditation Memorandum of Understanding

1996-24 Moved: Milovsoroff, 2nd Eglite, that the memorandum of understanding be adopted in principle.  
Carried unanimously.

ExCom instructed to refine the agreement as necessary for implementation. ExCom

## 11. Three Year Plan

BoG asked to think about 'key activities' noted and report back to Hoyle their concerns and priorities. All BoG

## 12. By-Law Update

Need to pursue and make appropriate recommendations. L. Paterson

## 13. Up-coming Meetings.

Hoyle invited to B.C. Feb 23, 24 and wishes to attend. Concern expressed over CSLA ability to pay. Hoyle invited to Saskatchewan in April for their AGM or to meet with the members on way to or from another meeting.

Next BOG: June 8/9/10 in Regina - Saturday to Tuesday to be considered  
BOG must travel on the Saturday, meet Sun and Mon. Meet SALA executive Sat. or Sun.

ExCom: meeting for Sept moved to Sept 5/6/7, remote AGM to be Sept 7th.

1996-25 Moved: Mercer Clarke that the meeting adjourn at 1605, Saturday, January 27, 1996.

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1