

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

BOARD OF GOVERNORS MEETING

November 21, 22, 1997

Ottawa, Ontario

Minutes of Meeting

Attended by: AALA ▲ Andre Schwabenbauer (AS), AAPQ ▲ Vincent Asselin (VA), APALA ▲ Cary Vollick (CV), BCSLA ▲ Allan Neufeld (AN), MALA ▲ Don Hester (DH), NWTALA ▲ John Laird (JL), NALA ▲ Neil Dawe (ND), OALA ▲ Linda Irvine (LI), SALA ▲ Rob Crosby (RC), President ▲ David Wagner (DW), President-Elect ▲ David Mitchell (DM), retiring Executive Director ▲ Larry Paterson (LP), Executive Director - Sharon Mousseau.

Regrets: none

Note:

the meeting was also attended by Linda Le Geyt for discussions on the oral history project and by Cecilia Paine for discussions on IFLA and on the national publication.

1. Opening Remarks:

President Wagner welcomed everyone to Ottawa and introduced the CSLA Executive Director, Sharon Mousseau and OALA representative, Linda Irvine. He also thanked the NCC for allowing the Society to use the 7th floor board room for the Friday meeting.

President Wagner then outlined his position related the meeting and several issues of BOG importance. A copy of the opening remarks of the President is appended.

President Wagner indicated that his term of office was scheduled to be completed during an AGM to be established in August 98. The meeting would take place via proxies - all BOG members are urges to begin now to ensure adequate proxies are available for the meeting.

2. Minutes of Previous Meetings

Re: Item 3.1, Policies implementation - a question was raised regarding membership

AN - do new members who join pay dues in the first year?

DH - When associates become members do they become members at reduced rates? Suggested new members should have reduced rates to encourage participation in components. Would like clarification that first year dues are to be waived.

LI - OALA has debated issues and incentives and feel waiving dues is counter-productive as dues are needed to support member services. OALA would discourage attempts to waive dues.

Motion 97-3-1

**Moved VA, 2nd AN That the minutes of the Edmonton meeting be adopted..
carried**

3. Business Arising from the Minutes

3.1 A Continuation of discussions related to dues

- VA- The sense of belonging is important to instill early on - ie in the university programs. That is why AAPQ have associate dues of 50% of full membership.
- DH - what about student members?
- DW - CSLA is reaching out to students through the university visitation program.
- VA - Should send Bulletins to the students. (*Note: approximately 25 copies of each issue of the Bulletin are sent to each university - LP*).
- DM - Supports the student program and will encourage them to join the components and the CSLA. IF a dues reduction is deemed good for the membership he would support it.
- DH - MALA has 10 student affiliates.
- DM - as does BCSLA.
- DH - does not agree with dropping associate dues for first year.
- LI.- supports student competitions. CSLA needs student competitions and could do joint CSLA - ASLA awards programs.
- AN - does not believe we are losing money if the first year is offered for free - associates should take advantage of the offer as soon as possible.

Motion 97-3-2

Moved DH, 2nd AN: that the CSLA existing situation of mid year joining be formalized so that new members not pay CSLA dues on their year of joining.

Discussion:

- C.V.- need a clear protocol to initiate. -ie - a member joining in June needs to see something from the CSLA immediately, such as a membership certificate, etc. Colleen Mercer Clark has suggested a "ring" ceremony. The CSLA member certificate and member pin should be sent immediately upon notification by the component.
- L.I.- Could give a book, "T" shirt etc., as additional incentives - spend the 1st year dues on sophisticated stuff for the member.
- D.H.- proposed to move an amendment that would add a definitive protocol be established with immediate recognition by the CSLA on notification. This was supported by AN.

Motion defeated - only 3 in favour

3.2 Policies

- L.P.- reviewed list of what is currently available with a proposal that these all be added to the

next edition of the roster.

V.A.- should the national roster be alphabetical rather than by component.

L.I.- the ASLA has many categories maybe the CSLA should adopt the American model.

C.V.- name and affiliation might be on a summary page - ie name and number could tie to the WWW.

N.D - NALA has had discussions on how rosters could be grouped ie perhaps the OALA could take on the task of production and perhaps the roster could be expanded to include affiliates, associates and so on.

Motion 97-3-3

Moved N.D. 2nd V.A.: that the CSLA officially approach the OALA to explore the feasibility of the OALA producing the national roster on behalf of the CSLA.

Carried unanimously

C.V - the roster represents power - a data base in information needs to be available. This can come off the roster information provided.

V.A. - implementation implies many changes to components in adopting the OALA system.

3.3 National Internship Program

A.S. provided every one with a hand out of information noting that he had received only limited response to the initial four pages but in any case he has now added experience record sheets and is ready to provide the document to the components for their use/adoption as a standard.

D.W - thanked AS and AN for their work on an excellent report.

L.I.- questioned if the OALA forms had been integrated into the document and was informed that the had been. She noted a a CSLA internship program should also have a national mentorship program and a buy in by offices - what is the CSLA doing to develop a program/policies to ensure the placement of new students?

A.S - adoption of the internship program includes a process to assist in placement.

D.H.- endorses the program and MALA feels that there should be a clear and comprehensive introduction in the report noting responsibilities, also need a mentorship program for existing associates, need a pool of volunteers who will become mentors.

L.I.- OALA prefers a hands-off approach, however, co-op programs need to have guaranteed placements and the CSLA should take on the responsibility to foster opportunities for students to connect into firms that sponsor the program. What are the bounds of "free" working in offices by students?

C.V.- the experience section of the document is urban and private practice focused. It needs to expand to other areas such as watershed habitat.

L.P.- there may be HRDC grants available for new employees.

D.W.- the document is not a guarantee of membership but a record that fosters reciprocity.

C.V.- APALA won't endorse the document unless it is more broadly focused.

- D.W - APALA can modify the document as they see fit.
- C.V. - document needs to encompass all aspects of landscape architecture.
- V.A.- a broad scope is important, need sections to deal with research, writing etc.
- A.N. - these are noted on the last page of the document.
- C.V.- the experience noted is additive and doesn't recognize specializations, what we want are "professionals". The engineers are self regulating - they only practice in their area of competency.
- L.I. - this document is not supposed to be about licensure but the program appears to be directed at it. If this is the case then the doc. needs to be broader in scope.
- A.N.- the initiative grew out of the policy on associate membership to help them gain membership in the component particularly if they move between components. This is the third time the document has come to the BOG and it is based upon the input received to date.

Motion 97-3-4

Moved A.N., 2nd A.S. that the CSLA policy on the National Internship Program be adopted as amended.

Discussion:

- R.C. - wasn't it previously adopted for the purpose intended?
- D.M.- agrees that this is a core document that should be broadened to be more inclusive.
- N.D. - there is some immediacy to move forward.
- L.I. - CSLA can look broader - the document should show the core and the edges of the profession so that connections can be made to other areas of practice.
- N.D.- The CSLA policy should be able to be presented to Federal boards dealing with environmental issues.
- D.W - components could amend the document as needed for their own use.
- A.N.- referenced the motion of the St John's meeting that approved the document.
- J.L.- "mandatory experience" would revised policy broaden this base? If we take a mandatory approach we will not achieve our objective.
- A.N- the approach used is based upon current membership requirements.
- A.S.- AALA is looking at adopting as "traditional" a way of gaining membership - can get to be a member by a parallel process.
- C.V- experience is ok however the interpretation of the mandatory experience "bullets" is problematic and needs to be interpreted in the broadest sense. Also these should not be additive and should recognize specialists.
- L.P.- reviewed the NAICS definitions of landscape architecture - and engineering. Copies to be made available to each BOG member.

Motion tabled

3.4 Web Page Update

D.W.- reviewed current status and invited BOG members to review the web page on the computer at the hotel.

3.5 Re-Joining IFLA

nothing to report at this time.

3.6 Reciprocity

L.P - provided a hand out of a possible draft agreement to each member.

V.A- suggested that the Presidents of the organizations should be the ones who sign the document.

A.N. - what is the range of fees? Including the CSLA component?

L.I.- document needs to go to component boards for discussion.

R.C.- should have feed back in advance of the Montreal Meeting.

A.N - CLARB and LARE as of Sept 15/97 they passed a new exam - 1 day - 8 hour written exam as a reciprocity validation exam for senior members. There is only one chance to write the exam and if you fail must go through the whole examination process. Eligibility is licensing through grand-fathering and must also meet the education requirements with 10 years experience. BCSLA has reduced experience to 5 years after getting licence.

L.I. - this also applies in OALA however practitioners who wrote the PNE exam are omitted. OALA is dealing with CLARB to resolve this issue.

D.H- costs across the country are a problem. Fees may not need to be standardized.

L.I. - there are issues that are a problem for OALA - this is an ideal that needs to be phased in ie in section 3A - CLARB or equivalent education, practice and examination needs to be considered and in 3B the internship program at OALA is different. The record book must be inclusive. OALA would insist on an interview or a regional based exam. These issues need to be addressed as well as checking credentials.

V.A.- language an issue? What happens if exam needs to be in French?

N.D. agrees with a standardized exam. but is concerned about the high cost to components. Could CSLA be the member of CLARB.

A.N. BC has explored the question of costs and BCSLA could respond on behalf of CSLA for the west.

L.P. - thinks CSLA can be the CLARB member.

R.C. - fees??

A.N. - Reciprocity exam fees are \$570.00 US

BC proposes that first and second years administration of \$270.00 US as an incentive.

Other exam costs are \$550 - \$600 US for 6 sections plus \$80.00 US as a one time admin fee that goes to the component.

D.M - the exam by CLARB has increased BCSLA membership.

L.I. - exam is becoming less of a deterrent to membership in OALA

D.M.- Safety of the public is what drives the exam process.

A.N.- will provide a copy of the exam pack to each member.

- L.P.- need to build upon what's right with the process of reciprocity rather than find fault with it.
- J.L. - Would existing members be required to be examined?
- R.C - Would this be the reciprocity validation exam? Would it only occur when you move from one area to another?
- C.V - APALA has a reciprocity agreement with other associations if they have the same rigorous standards of membership - new entrants (those that want lever membership in one association into membership in another); - members of 1 group who wish to become members of another, practitioners in one jurisdiction who want to practice on a temporary basis in another area.
Issues of new entrants and licensure are the most difficult.
- L.P - the issues of membership are the most important as temporary licensure is more of an ethical question.
- D.H - disagrees as you need to have a license to practice as an LA in either B.C. or Ontario. Therefore need a reciprocity agreement.
- V.A - the NCC has an agreement that allows members from either Quebec or Ontario to practice on their land.
- L.I.- different standards have been in place and should perhaps have the CSLA be the member of CLARB and adopt a national exam to facilitate reciprocity.
- N.D - would like to see the same credentials apply across the country.
- L.I. - need one document we all can sign. This should set out the basics that we can all agree on.
- C.V.- we have been harmonizing for years however APALA does not have a written exam and name acts in BC and Ontario pose limitations.
- D.W- document should be reviewed at each component and have comments etc. available for the next BOG meeting in March.
- V.A.- could the agreement apply to members who have been in good standing for 5 years?
There was general agreement that the 5 year minimum could apply.
AAPQ has a recognized degree as a criterion.
- L.P- will send a copy electronically to each BOG member so they can work with the document.
The master copy would be retained in the CSLA office as well as guidelines on how to make changes.

Break for lunch.....

3.7 Service Awards Committee Report

Reviewed report provided by James Floyd - OALA

L.P.- reviewed minutes of Edmonton meeting.

L.I. - report to be received and tabled by the BOG

D.W.- suggested a committee of DW, VA and DM to review report and make recommendations.
He reviewed the SALA issue noting that the number of award plaques/certificates should not be a limiting factor. An "Award Call" is needed if we are to make any presentations

at Montreal.

- V.A.- noted that if awards of any kind are to occur in Montreal we need to know as soon as possible. (Ie for Community Service Award). Vinny has a nomination from AAPQ. He noted that this is a good promotional tool for both the profession and the society.
- D.W.- A call for nominations could be posted on the web.
- V.A - AAPQ recommends Power Corp for their exemplary work on bringing three different organizations to implement a community project.
- J.L. - Criteria relates to Community Service Award.
- C.V.- the level of information needed to consider award is more important than the actual criteria.
- L.I. - J.Floyd did not specify criteria - other than a CSLA member should be involved with the project but it is not absolutely necessary.
- AS/VA - should therefore not specify criteria but guidelines.

All BOG members agreed to submit names of potential candidates/recipients no later than Jan 15, 1998. Nominations are to be sent to D.W.

3.8 Professional Awards Committee

D.W. - reviewed committee schedule noting that:

- submissions will be due October 22, 1998
- Jury will meet Nov. 11-15, 1998
- winners will be notified Nov 22, 1998
- presentation boards will be due Jan 15, 1999
- certificates will be presented in Feb/Mar 1999
- cost will be \$150.00 per submission
- winning entries will be published.

The committee intends on using the balance of the 1997 program funds for a mailer and information kits.

A.N.- Awards every 2nd year or missing a year?

DW. - Missing a year - after which awards will be annual.

A general discussion followed on the process of awarding and the tradition of how things have been done in the past - successes and failures.

VA.- Sometimes there is a need to present awards on more than one occasion.

DW.- Awards will be annual, and student awards can be included.

L.I. - Should extend student program to be international with the ASLA.

DW - how might this occur?

L.I.- A CSLA/ASLA joint competition.

DH.- MALA had an international competition - and had US winners! If we team up with larger organizations it is good for us.

C.V.- we need to develop a graduated approach such as:

- need to publicize winners
- can we co-op Canadian winners of ASLA programs and
- can we be recognized as a full participation partner

D.M - should have student feedback

ND.- Are the CSLA Awards just for LA programs?

AS.- AALA ran a web site design competition as part of Congress 97 and had only two submissions.

DW - Could rotate the program through schools

CV.- CSLA should promote student winners.

AS.- Schedule - did we not move to change the deadline to January?

DW.- yes, but in a meeting with the MALA group the October submission date was re-instated as it was based upon the need to prepare certificates to meet component AGMs.

RC.- is this an issue of technology??

DW.- winners can order as many certificates as they are willing to pay for.

RC.- Certificates are hand done now and subject to change - need to have signatures.

DW.- International projects - do they need special consideration?

There was general agreement that international projects are in an "international region" category. BOG members to respond to committee with concerns, advice etc.

3.9 Alliance for Canadian Design

LP- reviewed current status noting the strategic goals and objectives of the ACD and the need for the BOG to support these.

Motion 97-3-5

Moved CV, 2nd VA: that the CSLA endorse the strategic goals and of the ACD

Carried Unanimously

RC. - queried the data base information that has been requested. He noted that the SALA is stalled on the issue of fee revenue generated by various offices.

DH.- MALA is also having difficulty with this issue.

DM.- Wishes to continue to keep going to gather information as it is important that this data be collected. He noted that BC hired an independent consultant economist to help gather their data.

3.10 Congress 97

AS.- tabled a wrap-up report noting the financial success of the congress.

VA.- has been dealing with the AALA on how they ran their congress so AAPQ can benefit.

AS.- has organizational documents and will provide same to AAPQ

L.I. - what is the trade show feed back in terms of volume of visitors for money spent?

- LP.- the trade show component is very important.
- AS.- Lumec is an excellent participant - the organizing committee did not get negative feedback from participants because the focused activities around the trade show.
- DM.- Trade show should expand to affiliated groups.
- LI.- statistics - of the 120 participants how many were CSLA members?
- AS - about 90%, also noted that 50-60% of speakers paid a registration.
- L.I.- expressed concern about the cost effectiveness of a congress.
- VA.- Congress 98 has a regional component in its favour with a trade show of only 1.5 hours duration for a fee of \$300.00 which covers the cost of the meeting and the meal.
- CV.- questioned who attend the conference - decision makers are noted as key participants.
- AS - presented a cheque to the CSLA in the amount of \$5,482.32 in repayment of the seed money and share of profits.

3.11 Congress 98

- VA.- Congress will be March 26, 27 and perhaps 28. Preliminary program is underway and will be out by Christmas. BOG reps are urged to attend the meeting. Suggested BOG meeting of 1.5 days with BOG members arriving Tuesday evening and leaving Saturday/Sunday. AAPQ could have a display of national award winners as a retrospective. VA will organize the hotel. Keynote speaker will be from Dunbarton Oaks - Virginia. Framework for the congress is "People, Practice and Theory".
- LI.- is there some option to pick out key projects that celebrate 50 years of great work? Could we also celebrate emeritus members?
- CV.- should have a titled lecture - ie the CSLA Memorial Lecture - introduced by the president - ie Power Corp could introduce the keynote address and title of the speech.
- VA.- questioned availability of \$5,000.00 seed money.
- DM - should be able to demonstrate a real need for the money.
- CV.- Congress is a CSLA initiative conducted by the component on behalf of the Society.
- DM.- giving the seed money should not be an automatic handout but should be based upon a routine that reviews granting.
- AS.- Agrees with the seed money request and noted that there is a draft agreement in place that was used for Congress 97 and this has been made available to AAPQ.
- CV.- the loan of the money can be returned with interest. It is an inducement for the organization to host the congress.
- DM.- it is still appropriate to consider each situation on its own merit.

Motion 97-3-6

Moved AS, 2nd DH.: that the CSLA provide a \$5,000.00 loan for seed money to AAPQ for Congress 98 with the same protocol as used for Congress 97.

- LI.- I'm intrigued with the sliding scale of pay back.
- VA - noted that the university wants a published book of proceedings.

Carried unanimously

- LI. - agreed to prepare policy for BOG on above for consideration at next meeting.

3.12 Congress 99 - Ottawa

- LI.- noted that 1999 is the 100th birthday of the NCC but so far no one in OALA is prepared to undertake Congress 99 as they are "burned out".
- ND.- Its unfortunate the OALA can't get a champion for the congress - could it be done by the executive committee?
- RC.- Are there any NCC events that the CSLA could ride coat-tails with?
- DH - Could it become a continuing ed program?
- CV.- the program committee of a congress can be located anywhere.

3.13 Congress 2000

- AN.- BCSLA would like to invite the CSLA to their AGM convention for congress 2000.

All agreed

3.14 Congress 2001

- LP.- Indicated that the ASLA has agreed to come to Montreal and to ensure that there will be no financial losses for the CSLA. CSLA has negotiated a deal with the AAPQ and now needs to do the same with the AAPQ.
- LI.- OALA is re-thinking their AGM, considering making it electronic.
- VA.- AAPQ needs \$10,000.00 US with no losses.

Negotiations to continue.....

3.15 Engineers situation

- LP.- reviewed letter from engineering group and need to continue to vigorously pursue various issues with the engineering profession.
- DH.- reviewed the MALA information regarding a new professions act that includes a definition of engineering. MALA has asked for an exclusion and have been refused. Provincial politicians have directed Manitoba engineers to work with the MALA. Derek Murray has drafted an MOU for consideration. Engineers are currently reviewing this and MALA has retained legal counsel to help prepare a name act. MALA to provide copy of MOU to each BOG rep.
- DW.- reviewed information related to the sustainable development act in Manitoba - an act meant to buffer rural development in the environment. This is a first for North America.
- AN.- this appears to parallel the "right to farm" legislation in BC.
- CV.- in Nova Scotia the act is being amended for the fall sitting of the legislature. APALA has a name act now before government sponsored by the Minister of Environment. The Bill has been moved back in the order due to other priorities. APALA has letters of support from architects, landscape contractors and engineers. The APALA Bill has protocols for joint practices. The Bill will not be in this fall session as the engineers act will be debated

- then and tough times are expected to be given the engineers.
- LI.- OALA has two things underway. The first is to focus on Municipalities. OALA is working to change their regulations so that LA's can do grading plans. The second is that the OALA is becoming an affiliate of the Consulting Engineers of Ontario. This allows OALA members to get on the engineers committees and also allows LA's access to the same types of committees available exclusively for engineers.
 - RC.- SALA - act provisions in Saskatchewan were passed - with an exemption that states engineers can't stop others from making a living.
 - AS.- LA's have found an ally in the technologists who needed support. AALA is hoping to have a meeting in Jan 98 to discuss areas of common interest.
 - JL.- NWT is having difficulties with the architects who have voiced objections to the proposed legislation. Public Works now won't sanction architects until they resolve issues with the landscape architects.
 - ND.- NALA is working with the architects and have had about 5 meetings to date. Architects want to have the landscape architects under their name. NALA objects and has filed a written response. NALA is also talking with the engineers.
 - AS.- AALA could not get agreement on structure with the architects as they wanted to maintain majority control.

3.16 Financial Assistance

General group reviewed the report from Middleton.

- LP- reviewed the Harold Smith Account.
- BOG deferred the item to execom for preparation of guidelines.
- ND.- NALA has paid 50% of funding at a minimum. This is not a subsidy but an investment.

END OF DAY ONE

Meeting for Day two took Place at the Carmichael Inn - Ottawa

Meeting began at 0830 and Linda Le Geyt (LL) presented each BOG member with a gift of appreciation for the past years of her and Larry's association with the Society. She thanked the BOG members for the opportunity to work with them and their components over the past few years.

3.16 Accreditation

- LP.- Reviewed the current financial status of the program.
- DW.- noted that he has discussed the program with the chair of the council, Al Rattray who confirmed that:
 - The U of Montreal visiting team has been assembled
 - the visit to U of Montreal will take place in March 1998
 - The U of Guelph team has not been assembled as yet and the visit is due in

- the spring of 98 following the U of Montreal
 - Guelph feels that they are out of pocket money and need clarification - LP to prepare letter noting they are not out of pocket but in fact are due a payment to the CSLA.
 - Rattray needs letterhead and envelopes
 - Rattray leaves for Italy on Feb 13, 1998
 - Rattray will agree to step down if asked.
 - A Chair of the new council should be an Academic.
- LI.- Noted that who the members of the council are is important as well as representation of an international visiting team representative who will add greatly to the team and to the knowledge base. This presents an opportunity for exchange and growth. She questioned what was the intent of 2 academics on the council and wondered if 1 could be a senior administrator such as a dean of another faculty. She urged a split between a teacher and an administrator and stressed the need to determine the best mix.
- RC.- asked if a BOG rep was a member of the visiting team.
- VA.- Noted that the AAPQ has put names forward for consideration
- RC.- SALA has also put names forward
- VA.- suggested that the Council of Educators also be contacted for suggestions.
- LP.- Reviewed suggested that we:
- thank Rattray for his work to date.
 - seek new individual to be chair
 - invoice university's for 1997 and 98 as appropriate
 - Support task force in undertaking what needs to be done
- DM.- Cautioned that we need to be clear on what's been completed to date and what remains to ensure a smooth transfer.
- LI.- Declined invitation to chair the Council suggesting that M. Quayle or D. Paterson be considered.
- RC.- Noted R. Middleton was given authority to manage the program. And that his report has been filed for action. He noted the BOG should provide direction as requested.
- In general agreement with this the BOG noted:
- they wished to see stronger regional representation'
 - they wished to be made aware of who the Council currently and in future
 - BOG members will make recommendations regarding potential Council members and these names will be provided directly to R. Middleton.
- LI.- Suggested that Rob Wright of the U of T also be considered as a potential candidate for the Council.
- LP.- will undertake to pull together the administrative components of the program.

4.0 - New Business:

The meeting was joined by Cecilia Paine (CP)

4.1 IFLA Argentina

CP.- CP and Jim Taylor (JT) attended the IFLA grand Council meeting as observers. All of the resigned nations had been asked to attend as observers but only Canada attended. CP/JT general impression was that the meeting was well organized. IFLA is now on the WWW and problems that have been experienced with various servers are being sorted out. The IFLA newsletter now has a new editor. IFLA committees are making good progress on international meetings and projects. A problem for IFLA is that it has been downgraded by UNESCO as a result of the withdrawal of some nations including Canada. The 50th anniversary of IFLA will be celebrated at Cambridge in England. The president of the SAPM (Mexico) Eliseo Aradondo will be contacting Canada regarding membership issues.

The next meetings of IFLA are Athens Sept 8-10/98 and Copenhagen June 26-29/99. The Athens meeting is a regional conference themed on art and landscape.

Motion 97-3-7

Moved CV, 2nd LI: that the BOG receive the IFLA report as presented by CP and endorse the recommendations contained in the report

Carried Unanimously

CP.- regarding the task force, suggested that individuals who are familiar with international matters be considered for the task force but that those who have "baggage" be overlooked.

CV.- clarification - Peter Jacobs is currently the international rep and Don Barron is the rep on the International Alliance. Who are the others?

LP.- supports the recommendations that a "fresh" look will be worth while to address the IFLA issues.

DW.- recommended that the Execom be the task force.

DH.- questioned that if CSLA members are individual members of IFLA - how will that impact our status?

CV.- no impact

LI.- task force: Peter Jacobs
David Wagner
Jim Taylor
Colleen Mercer Clarke
Vincent Asselin
Don Barron - resource person

Task force to report to the next BOG meeting . DW to contact each potential rep and confirm their interest and provide direction.

4.2- Council of the Americas

CP.- Reviewed the report provided noting that:

- their were no IFLA delegates at the meeting
- ASLA was asked to review costs of a web page
- the issue of what the "council" is about was discussed including a "code of ethics" which was of concern to South America particularly with respect to cultural

sensitivity and environmental awareness.

- Canada is in a unique position because we understand the position of the ASLA and as well as the concerns of the South Americans viz-a-viz long term initiatives. Canada can help with info sharing, organization building and so on.

DW.- CSLA received an invitation to attend the meeting approximately 10 days before it was to take place. He had sought funding from government to support travel to the meeting but due to the short time frame it did not materialize. Minutes of the first meeting - over a year ago were received just before the second meeting was to take place. He brought this issue up at the ASLA Board of Trustees meeting and reminded them that Canada is a part of the Americas.

Motion 97-3-8

Moved: DH, 2nd DM: that the BOG receive the report provided for information and endorse the report recommendations.

Carried Unanimously

RC.- questioned the financial implications

CP.- noted support can take many forms

LI.- expressed concern about the political agenda of what this was about even though she supported the program.

DW.- suggested that the International task force be expanded to include this council.

VA.- Thanked CP And JT for representing Canada in Argentina.

4.3 LACF Presentation

AS.- noting that Congress 97 was a financial success he presented, on behalf of the members of the AALA, a cheque to CP in the amount of \$3,000.00 for the LACF. The money is to be used for landscape architectural research.

CP.- Thanked the AALA for the cheque noting that the LACF is very grateful for the donation. She further indicated that the beneficiaries of the 1997 grants would be announced within the next week.

4.4 National Publication Policy

DW.- referred the BOG to the report which had been provided in advance of the meeting and asked for comments.

CP.- recognized the task force members for their excellent participation and noted that there was some new information to be added to that already provided the BOG. CP provided copies of Land Forum, a new journal to appearing in the US. This publication was presented as an example of what the CSLA might achieve. She noted that at the Edmonton meeting the BOG had been provided with three alternatives and that they had endorsed the HLR proposal. She stressed that the task force is not committed to the HLR proposal and that other interested parties have come forward for consideration as well.

LP.- Reviewed the proposed Publication Policy.

Motion 97-3-9

Moved CV, 2nd VA: that the National Publication Policy be approved in principle

Discussion:

- CV.- the intent is to have a policy that develops an over-arching document that will guide CSLA publications. Page 1 is therefore part of a larger communications plan. The CIP - Plan Canada magazine was used as a guide to tailor a national periodical policy - ie a "one size fits all" approach.
- LI.- The policy looks good particularly with words such as "inform", "develop", "critique" and "design excellence" as these all have different connotations. The policy should allow focus and molding into a specific set of objectives.
- CV.- The editorial board will develop and shape the magazine.
- CP.- page 2, item 5 allows for research and commentary to be printed. The policy proposal is a draft needed to be circulated to others. There is a need to allow the editorial board some leeway.
- CV.- The policy is part of a communication plan that needs to be combined with other documents.
- AS.- The policy refers to Publications - are other documents being considered - such as the web site, bulletin, etc.
- CP.- The policy needs and introductory paragraph for clarification.
- LI.- Should have general goals and objectives that deal with periodicals then specific ones dealing with national publication.
- CV.- An editorial board task?
- LI.- agreed.
- CV.- The policy is ground work in advance of the contract that will need to be based on it.
- CP.- CIP basically operates with a policy similar to this draft.
- CV.- Recommends empowering the editorial board now and asking it to report back to the BOG at the next meeting.
- LI.- Could get moving on the board now while the task force continues to refine the policy and framework for publishing documents.
- DM.- Some components may have difficulty with the issue of cost.
- AS.- AALA has floated the proposal within Alberta and noted that there are other publications and options available. The goals and objectives are not yet clearly defined for all proposed publications. What are the communications goals and objectives?
- LP.- noted that the motion could be tabled until these are sorted out.
- LI.- suggested we must keep clear goals and objectives of the many initiatives that are underway and that all are appropriate and supportive of one another.
- CV.- We are now describing a communications plan that is difficult to complete and adopt. We should try and accumulate related policies to form the basis of the communication plan.

Motion called

Motion Carried

- CP.- Now need to develop a process for appointing an editorial board.
- ND.- Need also to address the issue of a communications plan.

- LL.- questioned how the Bulletin would fit in.
- VA.- noted that the Bulletin will be an insert into the publication.
- LL.- pointed out that the Bulletin is currently published three times per year- would this continue?
- VA/CP - depends on the BOG.
- LI.- perhaps the Bulletin can be electronic.
- LL.- The membership currently expects three publications. This needs to be carefully considered if a change is being proposed.
- VA/CV - there could be a Bulletin produced between issues of the magazine.

Action: BOG to provide comments to the chair of the committee no later than Feb.1, 1998.

- CP.- It is important for the components and the membership to understand the policy.
- CV.- We must now look at the publication in the abstract in its early days in order to deal with specific proposals.

4.5 National Publication Proposal

- LI.- The BOG should receive the proposal for information.
- CP.- asked that she be provided on a quick read of what the components currently thought.
- CV.- APALA will support the proposal
- JL.- NWTALA will support but the price is an issue.
- AS.- AALA questions if money should be spent in the first year in the absence of a plan.
- ND.- NALA wants the whole communications plan however feels that the two may proceed concurrently.
- LI.- read a prepared OALA motion. She questioned the split in funding and noted that the OALA does not want a we-them situation to develop. She asked if the national publication is a national initiative, can it be fully funded at the national level. OALA will need to ask their members for an increase in dues - this could be voted down, if so how would the publication be supported.

The OALA motion read as follows:

"Motion 97-11-6" On a motion by Burt(?) Second Souter and Carried it was agreed that the OALA's position would be that OALA supported the proposal in principle, that the work of the task force should be fully considered and pursued by the CSLA Board and that any final commitment by OALA would await approval in 1998 and future budgets, which might include a modest dues increase in the 1998 AGM in late February."

- VA.- AAPQ has a strong interest in a publication but concerns over the cost.
- AN.- BCSLA will not support an additional fee.
- RC.- SALA supports and will find the money.
- DH.- MALA generally supportive.
- SM.- questioned who initiated the proposal
- VA/CP- it was based upon a survey of the membership initiated by R. Middleton.
- SM.- The magazine could then perhaps be sold as the number one priority of the membership.

- CV.- Members overlook what they do get now. IF they don't get a magazine from the CSLA they don't get anything. When the magazine stopped, CSLA stopped with it.
- CP.- Reminded the BOG that the components are benefitting by money they are already collecting that was originally used for the previous magazine.
- LI.- Noted that the money collected has been re-allocated to different programs and services so it is not sitting in a kitty waiting to be spent. OALA needs to spend effectively within a strategic planning initiative.

See motions 97-3-13, 97-3-15 and 97-3-16 which follow later in the meeting minutes for continuation of this issue.

Break for lunch.

4.6 AAPQ recommendation regarding Community Service Award

- VA.- tabled the AAPQ proposal for the President's Award for Community Service to be awarded to Power Corp.

Motion 97-3-10

Moved VA, 2nd CV that the CSLA present the President's Award for Community Service to Power Corporation. The award to be presented at the banquet at Congress 98.

Carried Unanimously

- VA.- Will need three certificates/plaques one each for the City of Montreal, Power Corp and the Basilica.

4.7 St John's Workshop Follow-up

- JL.- Raised the issue of what has happened with all the work that was completed at the St Johns workshop. Where is Edyth's report?
- ND.- Has discussed with Fred Hahn who has sent a letter to Edyth to remind her that she was to provide a summary document with her thoughts. NALA to pursue and report to the next board meeting
- JL.- What is the CSLA going to do? In the summary of the meeting there were six points to follow up on. These didn't appear in the minutes of the meeting and we need to know the status. We haven't yet put together a national vision with a solid focus - do we give up on what's been accomplished to date or do we build upon it.
- CV.- At the March workshop there was discussion about the structure of the society and how we relate to the membership. The "us-them" status was an issue that needed to be addressed.
- JL.- In addition to the inward look, what we are doing outwardly is equally important.
- CV.- External - internal communications needs to be part of an overall plan.
- DM.- Issues are on-going and programs need to and do work towards resolving them.
- JL.- What is our overall program to deal with our marginalization. We need the entire organization to support broader statements for recognition.

- VA.- The discussions regarding CSLA structure in St Johns were disappointing.
- CV.- John's paper and Edyth's summary should be referred to a task force dealing with communications policy so that they can develop and overall focus.
- VA.- Can John continue with his initiative?
- DH.- There are various models that need to be addressed.
- DW.- We have made some positive steps but need to continue to refine the communications between our groups and members. Will JL also consider looking at other forms of communications both internal and external?
- JL.- Agreed
- RC.- John was only asked to summarize the issues not provide a plan.
- CV.- One issue is the communications plan another is the philosophy and direction of the society. Suggest that an outline of a larger communication plan be prepared for the next meeting of the BOG.
- LI.- OALA perspective is focused on a strategic plan that sets priorities and clearly sets out mission and objectives targeted at results. She encourages the new executive director to work with the BOG to set priorities, goals and so on.
- DW.- OALA has an agreement with a marketing consultant. Can the OALA develop a loop that includes experience of OALA, the CSLA and others such as the NDA, Alliance and components?
- LI.- The OALA position is focused on communication, advocacy and promotion
- DW.- Could the OALA and BCSLA models be a basis for the CSLA work to be done? JL will review with the OALA and report back on his research regarding structure. SM will assist as needed.

4.8 Finances

- LP.- tabled the report on finances to date noting that at present approximately \$30,000 of the 1997 budget remains to be expended.
- DW.- noted that the awards committee wished to spend their budget allotment on awards issues.
- CV.- The expenditure of funds is an issue of governance not a committee decision regarding how or what they decide to expend money on.
- DW.- The committee has filed a work plan that includes the balance of 97 and 98.
- CV.- The CSLA will be paying for an awards program over three years and only getting two awards sessions. We need to have a focus to ensure there governance of expenditures.

Regarding awards BOG members agreed to look at options and provide VA with examples.
Regarding the proposed 1998 budget the following was noted:

Re; Program 3

- ND.- NALA is proposing a documentary regarding the role landscape architects have played in modifying Canada's landscape. He has discussed this project with agents who could produce/assist with the proposal which is for a one hour documentary complete with 30 minute regional shows. He has one proposal response from Grandview Productions indicating a cost of between \$100,000 and \$315,000 but probably closer to \$500,000. ND stressed that this work would focus on landscape and landscape architecture. He noted

that a St John's company will also put together a proposal on the documentary. Currently he would like a CSLA endorsement to continue with this initiative which is hoping to have a production for release in 2001. Although an initiative of the NALA he would like it to be on CSLA letterhead and to work through the CSLA office for support. A formal proposal will be provided at the next BOG meeting. NALA would also like to approach Rex Murphy to write the text.

CV.- is the CSLA the producer? Networks pay for programs therefore the proposal could have a revenue side. He suggested TVO be approached. The CSLA could assist the production company.

ND.- The proposal will include a revenue generation component. The goal is to have show on a Sunday evening on the CBC.

Motion 97-3-11

Moved CV., 2nd LI.: that the CSLA endorse the idea of a NALA initiative to explore a televised program on landscape and landscape architecture and to prepare a report for consideration at the next BOG meeting.

DH.- Referred the BOG members to the MALA Outline of history of LA.

ND.- Will bring detailed proposal to next meeting.

LI.- Need to get a broad based picture/strategy of how to get the message across to various publics. Need to figure out who the players are and how we get our message out. How does the CSLA position itself in a world of electronic media?

Motion Carried

Program 6

Regarding the roster is was agreed that LI would approach OALA to see if they are interested in taking on this project on behalf of the society. CSLA should be able to do this project at no cost through the use of sponsors and advertizing. It was noted that the roster, bulletin and annual report could be completed as stand alone documents.

Currently propose 1 bulletin for mid-summer 98. Roster and annual report to be out by the next BOG meeting in March.

Additional discussions regarding unexpended 1997 funding resulted in the following:

Motion 97-3-12

Moved DM, 2nd VA that \$16,000.00 of unexpended funds for 1997 be set aside for printing of the brochure and for "Changing the face of Canada" volume 2
Carried

Motion 97-3-13

Moved VA, 2nd LI that the CSLA proceed with a national publication for one issue in 1998 that will also include a Bulletin insert and that the program be entirely funded by the CSLA to an upset of \$25,000.00.
Carried Unanimously

Motion 97-3-14

Moved AN, 2nd RC that the 1998 Budget be approved as amended.

Carried Unanimously

Currently the carryover of 1997 funds is allocated as follows:

- 8.0 to brochure
 - 8.0 to "Changing the face of Canada"
 - 6.5 to awards
 - 9.0 to national publication
- total 31,500.00

Motion 97-3-15

Moved LI., 2nd ND that the financing structure for the national publication be discussed and decided by the component associations and the CSLA for 1999 and thereafter.

Carried unanimously

Motion 97-3-16

Moved DM, 2nd DH that the national publication task force be instructed to proceed as quickly as possible to ensure the premier edition is produced for release by the fall of 1998.

Carried

SM.- made reference to the naming process for the national publication suggesting that we could initiate a contest to name the publication.

LI.- indicated that she was glad Azure was now being considered and noted that the CSLA publication needs to be a cut above all others.

4.9 President-Elect

Discussion centered on the need for a candidate from eastern Canada. BOG is to advise R. Middleton as soon as possible of their recommendations for candidates.

4.10 Communities in Bloom

Motion 97-3-17

Moved VA, 2nd CV that the CSLA endorse Louis Beaupre as the CSLA representative for Communities in Bloom and that his report for 1997 be tabled for information.

Carried

4.11 Closing Remarks

DW.- Thanked the board members for their participation and looked forward to continuing discussions. The next Board meeting will be held in Montreal in March.

Meeting adjourned at 1730 hours