

**Canadian Society of Landscape Architects/
Association des Architectes Paysagistes du Canada**

**Minutes of Board of Governors Meeting
May 10 - 11, 2000**

Lord Elgin Hotel -- Ottawa, Ontario

Present: Cecelia Paine, President Sara-Jane Gruetzner, AALA
 David Anselmi, OALA David Mitchell, BCSLA, Past President
 Vincent Asselin, AAPQ Fran Pauze, new Executive Director
 Alexandra Borowiecka, NWTLA Andrew Wilson, BCSLA
 Margot Cantwell, APALA Barry Yanchyshyn, MALA
 Neil Dawe, NLALA Marie Fernandes (recorder)

Agenda Item	Discussion
1. Call to Order	President Cecelia Paine called the meeting to order.
2. Welcome and Introductions	New members of the Board of Governors (BOG) were welcomed. Cecelia reminded BOG members that they are representatives of the members at large and that BOG is run by volunteers.
3. Approval of Agenda	The agenda was approved as amended. Moved by Vincent Asselin, seconded by David Mitchell: That the agenda for May 10 -11, 2000 be approved as amended. CARRIED.
4. Approval of Minutes of Previous Meetings.	<p>The minutes of September 12 & 13, 1999 was approved as amended. Moved by David Mitchell , seconded by Vincent Asselin: That the minutes for September 12 & 13, 1999 be approved as amended. CARRIED UNANIMOUSLY.</p> <p>Amendment was: Item 20-1: spelling of "Michael con Housen's" name changed to read "Michael von Hausen".</p> <p>The minutes of January 27, 2000 conference call meeting was approved as amended. Moved by Sara-Jane Gruetzner, seconded by David Mitchell: That the minutes for January 27, 2000 be approved as amended. CARRIED UNANIMOUSLY.</p> <p>Amendments were: Item 2: : addition to line to read "...and to the OALA office." Page 2: finance question, 3rd paragraph to read "...George Miller." Page 3: addition to action item..... : addition to report"Sharon Mousseau." Page 5: Cecelia P. has recorded changes to minutes. To be submitted for changes.</p>
5. Review of Action Items from Previous Meetings.	September 12 & 13, 1999 action items: 1. David Mitchell added that Slick Media (Chris Duffy) is to submit a proposal to BOG (Cecelia Paine). Follow-up required.

	<p>2. This item not completed. Cecelia P. added that many requests have been received on the profession. She has been directing inquiries to the website. She stated that there is a need for an information package to be developed for distribution.</p> <p>3. This item not completed. Follow-up required.</p> <p>4. This item not completed. CSLA is not in the position to make the demand. This item added to the agenda.</p> <p>5. This item not completed. David M. to discuss during agenda discussions. Need to find original membership standards. David Mitchell to follow-up.</p> <p>6. David M. has discussed this item with Greg Smallenberg. Follow-up on this action required.</p> <p>7. Cecelia P. commented this item can be assumed to continue to occur.</p> <p>8. Sara-Jane G. commented that CSLA mailing list has not been updated. Follow-up required.</p> <p>9. This item to be discussed during agenda discussions. David A. has report for consideration.</p> <p>10. Cecelia P. commented that this item to be dealt with during agenda discussions.</p> <p>11. This item not completed. Follow-up required on action item. The original membership standards agreement has been approved by the membership. David M. to locate original document and re-circulate to components for signature and return to the CSLA. Vincent A. commented that standards need to be translated.</p> <p>12. Cecilia P. reported that action item completed by Jim Taylor.</p> <p>13. Sara-Jane G. reported AALA has approved dues increase unanimously. Vincent A. reported AAPQ has not approved increase. Andrew Wilson also reported that BCSLA has not approved change. Reaction by BCSLA not associated with the \$15 increase, rather the additional services to be received by CSLA. Increase will come out of existing budget. Cecelia P. commented that the dues have not been increased for 10 years. David M. commented that CSLA has agreed to increase the dues in 2001 with a 2/3 majority and give each province an opportunity to discuss with their members. AAPQ by-laws state that dues increase has to be approved by the AGM. Alex Borawiecka reported that an informal discussion with some of the members (4 members) were held, with no objections. Barry Yanchyshyn reported that MALA has approved increase at their AGM. Cecelia P. commented that there needs to be follow-up with AAPQ and other members to phase in dues increase to show them the additional value of the dues increase. Barry Y. felt that the issue is very large and need to treat all provinces the same. David A. commented there needs to be a change to the by-laws. David M. suggested working with the components who are in disagreement with the dues increase. The new AAPQ representative and MALA representative Barry Y. to follow-up. Budget presented does not include dues increase. This is set for 2001. Minutes of last meeting to show that AAPQ voted against the dues increase.</p> <p>14. This item not completed. Cecelia P. commented that this item to</p>
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	<p>be worked on by sub-committee. Follow-up required.</p> <p>15. Cecelia P. has followed up with Southam. Southam has taken on more editorial responsibilities. Recommendation for Southam meeting on May 11 is not to give Southam more responsibilities.</p> <p>15. This item not completed. Needs follow-up.</p> <p>Summary of Motions/Actions of January 27, 2000 reviewed: Cecelia P. reviewed additions and changes and noted by her.</p> <p>4-1. Cecelia P. commented that a quorum is needed. Cecelia P. requested that the BOG members encourage their members to forward their proxies.</p> <p>4-4. Sara-Jane G. to follow-up with Cecelia P. with correct names and titles for certificates.</p> <p>Cecelia P. commented that BOG needs to discuss where in the west the next BOG meeting location is to be held.</p>
	<p><u>Action:</u></p> <p>1. The new AAPQ representative Myke Hodgins and MALA representative Barry Y. to work with components to settle dues increase issue.</p>
6. Thank You's	<p>Moved by Vincent Asselin, seconded by David Anselmi: That David Mitchell be thanked for all the good work he has done especially under the recent difficult situation. CARRIED.</p>
7. Past President's Report	<p>A written report was distributed and attached to the minutes. David M. reported that Sharon Mousseau's performance was reviewed and found to be unsatisfactory due to personal family issues and personal health problems. Her job performance interfered with CSLA operations and it was determined that the majority of her work which was to be completed by her was being sub-contracted to various individuals. Budgeting records were not being kept current and proved to be the most problematic. The budget was not mismanaged, however, just not up-kept. Her resignation was accepted by David M. Sara-Jane G. thanked David M. for the lawyer's letter which was distributed to the BOG members.</p>
8. President's Report	<p>Cecelia P. gave a verbal report to the BOG. Cecelia reported that during the past months a good deal of coordination has taken place with Alliance for Canadian Design (ACD), an affiliation of design-related professionals. Steve Fediuk has been contacted regarding the awards. Contact has been made with Communities in Bloom. Serves on national program. This is a significant contact for CSLA. Public Works has been contacted (Stephen Lee) to discuss a partnership with all major professions including CSLA. Jack Copeland from the NCC is looking to involve CSLA in their projects. Department of Foreign Affairs has been contacted. Vincent A. attended a 2-day event to promote the profession internationally. HRDC to be contacted to request an update of the profile sheet on Landscape Architecture which was included in the Globe & Mail. A response to the article was completed.</p> <p>Coordination with Congress is ongoing to ensure that activities are</p>

	<p>carried out which need to be completed. Two honorary members are to be accepted during the conference. CSLA Silver medals are given out for graduating students. Alf Simon is stepping down as the Awards Committee chair. Need for this responsibility to be passed on. Don Luymes to be contacted by Andrew W. to take over responsibility if he is interested. Cecelia P. thanked those who have stepped in to pick up the slack in the CSLA office and during the office move. Arthur Timms has been very helpful. BCSLA has been helpful in answering e-mails. Cecelia P. feels the 1999 budget is in order and passed out the "1999 Annual Report". Attempt has been made to standardize the report. This effort to be continued and should be made available on the web. David M. submitted CSLA Contact List 1999/2000.</p>
	<p><u>Action:</u> 1. Don Luymes to be contacted by Andrew W. to take over responsibility as Awards Committee chair if he is interested. 2. Cecelia P. to update and forward updated CSLA Contact List to BOG members.</p>
<p>9. Executive Director Search</p>	<p>Sara-Jane G., David M. and Vincent A. assisted with the executive director search. Seven candidates were interviewed with very varied experience. Fran Pauzé was chosen as the successful candidate. Sara-Jane G. reaffirmed the need to have the CSLA head office in Ottawa for national representation. Fran's background is in the arts, is used to working with limited budgets, is bilingual and recognizes a need for the accountability of the position (a weekly log of responsibilities to be kept). Vincent A. very comfortable with choice of the committee. Cecelia P. made the offer to Fran P. by phone including the salary offerings. Moved by David Mitchell, seconded by Sara-Jane Gruetzner: That the Board approve and confirm the appointment of Fran Pauzé as Executive Director, subject to the Executive Director Search Committee finalizing the contract and reflect the additional items as represented by the Board. CARRIED UNANIMOUSLY.</p> <p>Sara-Jane G. commented that committee needs to review the Executive Director contract to ensure that CSLA pays only for work completed. The position is a contract position and pays \$46,500. Office equipment to be supplied by the Executive Director and rented out by CSLA, including disbursements. Margot C. commented that committee needs to tie the terms to the objectives of the CSLA, whether the Executive Director position is as an employee or a consultant.</p>
	<p><u>Action:</u> 1. Cecelia P., Sara-Jane G. and Vincent A. to contact contract lawyer to confirm wording of role of the Executive Director within the contract.</p>
	<p>David M. commented that expenses associated with administration is properly itemized in the budget. Andrew W. concerned with hiring the Executive Director and still requiring the BOG to provide the checks and balances of that position. Vincent A., Cecelia P. and</p>

	Sara-Jane all confirmed that this consultant relationship has been used in past and presently is used in other memberships. All items in the terms of reference reviewed with Fran P. and the responsibility of the terms were agreed upon. David A. concerned that this is not a usual client-consultant relationship and CSLA is not properly protected. CSLA needs to be in control of assignments of sub-consultants. Margot C. agreed. Contract to be altered to reflect the comments and concerns by the BOG members. Barry Y. concerned that Executive Director has sole control over hiring of sub-contractors.
	<u>Action:</u> 1. George Miller to review the contract to reflect the concerns of the BOG. To be followed-up by the Committee (Cecelia P., Sara-Jane G. and Vincent A.). 2. Committee to circulate contract for BOG for comments. Final date to be commented on, to be determined.
	Expectations of the office set-up by Fran P. is: 1) storage of CSLA materials (44 boxes) and 2) storage of any additional materials. Margot C. thanked the Committee for their hard work on finding a good candidate.
	10:55 am Coffee Break
	Fran Pauzé joined the meeting and was welcomed by Cecelia P. as the new Executive Director of CSLA.
10. 1999 Financial Statements	Vincent A. reviewed the budget briefly. Revenue in the budget estimate was higher due to membership dues expected and actual received.
	Left meeting briefly.
	Moved by Vincent Asselin, seconded by David Mitchell: That the Board accept the audited financial statements dated December 31, 1999 as prepared by J. Warren Snelling, Chartered Accountant. CARRIED. Barry Y. questioned why deficit of \$21, 000 was not budgeted for if it was known that CSLA had a deficit. Asterix or note should be indicated as to where the money is to be drawn upon. David M. commented that it was a deliberate decision by the Board to draw upon reserves. Cecelia P. suggested that the BOG may need to assign a policy regarding reserve funds to replenish the reserves. David A. suggested there needs to be two policies: 1) policy of how to spend reserve and 2) policy on how to replenish the reserve. Barry Y. commented that MALA has recently undergone this activity.
	<u>Action:</u> 1. Barry Y. and Fran P. to follow-up with policy direction to be taken by BOG regarding how to deal with deficits and reserve funds. 2. Committee to circulate contract for BOG for comments. Final date to be commented on, to be determined.
	Motion to accept the "1999 Financial Report". ALL IN FAVOUR. NONE OPPOSED. Financial Report tabled.
11. 2000 Budget Overview	Draft budget reviewed by Cecelia P.:

	<p>Cover Page Item 3: cut back on administrative budget. Some efficiencies found.</p> <p>Item 4 (Cover Page): BOG comfortable with allowing Executive Insurance to be omitted from 2000 Budget. Executive Insurance bought by AALA. Electronic media: provincial components to request membership on the type of information wanted to be received provincially and nationally. Questionnaire needed.</p> <p>Item 13 (Revenue): under review</p> <p>Item 14 (Expense): expenses assumed payment of 6 months for Executive Director. Additional \$750 to be added to this amount to total \$23,250.</p>
	<p><u>Action:</u></p> <p>1. 1999 Annual Report to be mailed out with a budget of cost to produce a questionnaire. Letter and questionnaire to be drafted by Cecelia P. to request: 1) CSLA and components information required 2) if members comfortable to receive all information electronically or require a hard copy.</p>
	<p>David M. questioned whether it would still be required to send by-laws to members by mail.</p> <p>Item 5: CSLA agreed to give support to project of \$25,000 plus an additional \$25,000--subject to Documentary Committee getting additional funds from other sources. Further report on this in following agenda item. Need to know whether \$16,000 will be committed to the funding of the documentary or used for another item. David A. suggested that the money could be used for reserve funds. Sara-Jane G. suggested to stay comments until report is given by Neil D.</p> <p>Item 6: Cecelia P. reported that we will have completed two issues in 2000 and a 3rd issue is desired. Advertising is increasing. Cecelia P. suggested that unused portion of money originally allotted for the documentary could be used for the magazine. Components would pay for issues #1-#3. A new way of funding for #4 to be required. Margot C. suggested redirecting fund saved from send out the Annual Report to the magazine. Barry Y. reported MALA concerned with current way Landscape/Paysages magazine in presented with advertisements.</p> <p>Decreases: primarily in administrative/office costs. Budget Cost: add \$600 for associated dues for ACD. Cecelia P. suggested BOG to just review budget and have approval of budget for the next day.</p>
	Left meeting.
	Lunch
12. Federal Infrastructure Program	<p>Guy Felio, Project Manager (NRC) was introduced by Sara-Jane G. who spoke on the National Technical Guide for the Municipal Infrastructure Guide. "Municipal Infrastructure Guide Update of Activities" was distributed.</p>
	Left meeting.

	<p>Guy Felio reported that the goal for new construction for infrastructure is the integration of private and public sector. A number of stakeholders are involved in the process of the Infrastructure Program. NRC sees CSLA as one of those stakeholders to be involved. Cost of program is \$15M over five years. Expected to have 200 - 300 technical volunteers expertise which NRC is willing to reimburse. Steering Committee started in July 1999. CSLA is invited to a one-day round table discussion organized by the Federation of Canadian Municipalities on May 11/00. Landscape architecture involvement expected by the NRC is at the Technical Steering Committee level. Need to have a presence at the territories/provincial level to have continuous dialogue. Various mechanisms to be developed for organizations to provide input in to the process. Sara-Jane G. suggested keeping NRC on the mailing list. Correspondence to Sara-Jane G. to be cc'd to CSLA for inclusion in the "Bulletin" publication.</p>
<p>13. Strategic Plan Review (to date)</p>	<p>Strategic Plan 1999 - 2002, April 24, 2000 (included in agenda package) reviewed by Cecelia P. Vision Statement (found on pg. 2 of the CSLA Evaluation and Planning handout reviewed, but not refined. Suggested by Cecelia P. to redraft this Vision Statement as it may be too generic and does not really represent and describe who we are as landscape architects. Cecelia P. reviewed the outstanding issues development:</p> <ol style="list-style-type: none"> 1) Governance 2) Communication/PR 3) Outreach 4) Education <p>Assumed that the Strategic Plan was to be reviewed, refined and tied to the budgets.</p> <p>Cecelia P. requested feedback from the BOG as to the next step. David A. suggested that an individual/champion can be assigned to each of the issues to try to resolve them through measurable and achievable assignments. Cecelia P. added that an individual such as the Executive Director needs to oversee and coordinate these assignments to ensure completion. Vincent A. suggested communication issue is the area which need the greatest attention currently. Assignment of individual champions left for Thursday.</p>
	<p><u>Action:</u></p> <ol style="list-style-type: none"> 1. Vincent A. to organize information associated with the Strategic Plan and assess which issues have been completed. Fran P. to oversee and coordinate.
<p>14. Governance</p>	<p>Cecelia P. reviewed the CSLA objectives handout concentrating on Section 1.1.</p>
	<p>Left meeting at 3 pm.</p>
	<p>Fran Pauzé to provide notes.</p>

<p>14. Governance workshop</p>	<p>The roles of the Past President & President regarding authority and the President automatically being the Chairperson. Vincent said that the Pres. should be Chair, but 2 yrs is too long David M. said authority is derived from mandate and vision.</p> <p>The goal of making the position of President attractive/appealing is important.</p> <p>A clear understanding of roles is necessary and awareness & communication of authority. Keeping president elected by members gives individual members a choice & the Pres. is therefore supported by the membership.</p> <p>A discussion of election procedures followed- the decision to keep status quo.</p> <p>It was decided that the Pres. Elect should act as treasurer, with the ED responsible for financial mgt. & planning</p> <p>Sara-Jane suggested that everyone on the Board take part of the Strategic Plan, the core role of the President is to facilitate implementation.</p> <p>The timing of the AGM needs to be established and specific. What is the Excom- what is mandate? Cecelia suggested the effectiveness in taking action, timeliness- it can act more quickly. David Mitchell said it can be used as sounding board for ED. David Anselmi said it has specific roles.</p> <p>Committee structure was discussed. Sara-Jane recommended a template re budget requirements & terms of reference. Cecelia extended thanks to Heather, Sara-Jane & David Mitchell for all their work on the governance workshop. Cecelia reviewed the proposed meeting schedule- the 2001 AGM should be in the west, and it was decided it will be in Calgary in April or May 2001.</p>
<p>15.National/International Outreach Congress 2001</p>	<p>Vincent reported on a meeting with Martha Montague, Joanne Brown & Vincent Dumais. There will be joint projects with the ASLA.</p> <p>All contracts will be signed by ASLA</p> <p>A budget is needed for the committee. AAPQ is questioning responsibility- is there an agreement?</p> <p>An important issue is that some part of the conference should be in French- signage s/b bilingual.</p>

<p>15 Sustainability Charter</p>	<p>Andrew Wilson submitted a report on the Sustainability Charter. Andrew requested permission to forward the document to members. It should be seen as a national initiative. Barry said it must be clear what the document is. Andrew reported on concerns- that it is a guide. Sara-Jane asked how it will be used. It was suggested the document be adopted after a final draft in November at the next BOG meeting. Moved by Andrew Wilson to approve in principle the sustainability charter with a view to circulate it as widely as possible. Seconded by Vincent Asselin. Carried</p>
<p><u>15</u></p>	<p>Alliance Canadian Design DM expressed reservations about value- we can expect it to become expensive. DA asked if we had been members- NO- he then asked why the status change. CP said it needs monitoring- there is a level of discomfort- can we afford it? BY questioned our involvement. Moved by Vincent to support in principle the foundation of ACD, the HRDC initiative, subject to review of mandate and cost implications. Seconded by David Anselmi. Carried DA said it needs clarification –perhaps the Excom should DA suggested the ED’s increased involvement</p>
<p>15 Capitol Builders Project</p>	<p>A proposal by Gerry Lajeunesse & Diane Irwin regarding a sculpture project to recognise Landscape Architects. A donation from the CSLA was requested. David Mitchell suggested sending the request for funding to the members.</p>
<p>16. Education/Standards National Internship Program</p>	<p>Moved by David Anselmi that the Board of Governors adopt the Guidelines for a National Internship Policy. Seconded by Barry <u>Vote : Carried –unanimous</u> Cecelia extended thanks to David Anselmi for all of his work.</p>
<p>16.Continuing Education Policy</p>	<p>The board is committed to a library of videos & other materials but a champion is needed. It was recommended that the BOG should establish a task force to set up a Continuing Education Committee. Cecelia thanked David Anselmi for championing the 2 issues as the continuity is very valuable.</p>

16. Accreditation Council	Ron Middleton submitted a report.
Thursday May 10 17. Communication Workshop	Cecelia P. proposed to carry out an exercise to help formulate the \$25,000 communication plan. Cary Volick's communication plan report "Developing a Communications Plan for the CSLA: What It Can Achieve" (included in the agenda package) was reviewed. The BOG was requested to identify the CSLA's communication goals/objectives, key internal/external stakeholders. Sara-Jane G. suggested that there may need to be specific goals/objectives added to the workshop plan for key internal/external stakeholders.
Fran Pauze to add from flip chart notes.	
18. National Publication	<p>Southam representatives: Nyla Matuk, Alex Papanou, and Greg Paliouras presented. Alex Papanou commented that Landscapes/Paysages (LP) was well received and emphasized the importance of continuity. Broad appeal of LP is very positive. Advertisers would like to see more product-oriented editorials. Southam compared LP and Canadian Architect in that the editor directs the editorial content. Editorials in Canadian Architect have been written by non-architects and freelanced out or written by Southam staff. Currently 1,500 core readers for LP. Southam suggested CSLA needs to decide whether LP, which is currently considered a journal, move towards mainstream. Other agencies, and professionals may be a potential audience such as engineers, land management, contractors, etc. Alex Papanou suggested targeting readership to larger companies. Room to grow into the larger business to business type publication before moving on to the magazine stand. David M. commented that the LP message fits the discussions with regard the communications direction for CSLA. Previously Cecelia P. had suggested Southam take over more responsibility for LP, but since that time, report to BOG suggests delaying that decision. Southam's role could continue to identify writers or provide some editorial writing.</p> <p>Alex commented that due to recent changes in newspaper markets, Southam may or may not run in its current capacity under its current ownership. Barry Y. commented that there is concern that editorial articles may become buried by advertisements. He suggested an option be to produce only two magazines publications per year with subsidization by the organization rather than reduce the quality of the publication. Questioned whether Southam would be interested in continuing its current relationship with CSLA with two publications, Alex indicated that Southam would be interested provided there is funding, but cautioned that CSLA does not want to take on the role of magazine publisher.</p> <p>Neil Dawe questioned whether there could be a sponsorship link between the proposed documentary and the Landscape/Paysage publication. When questioned by David M. how the publication can be more successful, Alex commented that:</p> <ol style="list-style-type: none"> 1) increase advertisement 2) increase circulation -- felt 7,000 would be a reasonable and

	<p>successful amount 3) produce four publications per year 4) hire paid staff: editor/publisher, writers, etc.</p> <p>Status report on Landscape/Paysage submitted by Publication Management Committee (in agenda package). Status report reviewed by Cecelia P. She commented the additional 600 circulation to students has been very rewarding. Editorial policy to be further reviewed at Editorial Board meeting in the afternoon. Cecelia P. recommended that each component organization review their Editorial Board Representatives.</p>
	<p><u>Action:</u> 1. Each component organization to review their Editorial Board Representative.</p>
	<p>Publisher-CSLA partnership recommendation and motion reviewed. Publication Management Committee recommendation reviewed for BOG consideration. Landscape Foundation and CSLA to be approached for a 4th publication issue. Component association commitment need for publication. Future plans for the committee: how to seek additional advertisement support and other future directions for the publication to ensure its growth and fulfillment of its role. Need to identify supporters/advertisement sponsorships so that there is not any overlap.</p>
	<p><u>Questions:</u> David A. questioned that if there is a savings in the publication then it should be realized by all components and put back in to the 3rd publication rather than benefiting only CSLA. He questioned the definition of a sustainable magazine and money saved could be better used in other endeavours. Cecelia P. clarified that "savings" is money not spent and money made available to other projects. The definition of a "sustainable magazine" is from Southam, where no one pays and the publication is kept running through advertisements and subscribers.</p> <p>Business plan for Landscape/Paysages states that any money not used/savings is to be placed back in to increasing the quality of the publication. Barry Y. commented that the decision made at the MALA AGM was based on three publications per year. Need now to review the decisions with AGM. MALA would want to wait and see. Commitment needed by the AGM's of each component for a January 2001 publication. Commitment proposed that an October 1, 2000 deadline be introduced for each component's response.</p> <p>MOVED by Sara-Jane Gruetzner, seconded by David Mitchell: That CSLA component associations continue to support in principle Landscape/Paysages publication at the rate of \$16 per member (full members and associates) per year, for a minimum of two issues per year in 2001 and 2002. CARRIED.</p> <p>AMENDMENT by David Anselmi: That CSLA component associations 'be asked to continue to' support Landscape/Paysages publication at the rate of \$16 per member</p>

	<p>(full members and associates) per year, for a minimum of two publications per year in 2001 and 2002. ALL IN FAVOUR. NONE OPPOSED. CARRIED.</p>
	<p>MOVED by David Anselmi, seconded by Margot Cantwell: That the Publication Management Committee has the authority to act on behalf of the CSLA through to 2001 and 2002. ALL IN FAVOUR. NONE OPPOSED. CARRIED.</p> <p>Cecelia reminded the BOG that the committee needs a 6 month lead to produce the magazine. Ron Middleton commented that the Editorial Board is represented by all component organizations.</p>
	<p>MOVED by David Mitchell, seconded by Margot Cantwell: That the Board approve the work of the Publication Management Committee to date and endorse their continued management of the publication. ALL IN FAVOUR. NONE OPPOSED. CARRIED.</p>
	<p>Sara-Jane G. commented that BOG needs to know Southam's perception of an integrative advertising and sponsorship with each of the components. Last recommendation to be directed to the Communications Task Force regarding the advertising. Agenda for 2000 Annual General Meeting approved.</p>
	<p><u>Action:</u> 1. David M. and Andrew W. to work with Fran P. on an integrative advertising and sponsorship program.</p>
<p>18. Communication Media - Documentary</p>	<p>Neil Dawe submitted a <i>draft</i> report on the documentary "This Land" to the BOG. He outlined the 'Move Forward' strategy for the documentary for BOG's consideration. The documentary account has been set up as a separate account from CSLA. The committee has met with Global and other potential broadcasters which are interested in the documentary. A detailed treatment to decide the direction and business plan is required. BOG to decide whether the documentary will be for-profit or not-for-profit which will inform the business plan.</p> <p>Some minor editing is required to the trailer of the documentary. Neil D. has prepared a letter to the Minister's office and is seeking funding from the Heritage Foundation. An application to the Millenium Fund for \$72,000. is pending. An application to HRDC for a documentary administrator and an additional \$7,500 seed money has been made. It is the intention to set up an independent production company to produce the documentary separate from CSLA for legal purposes. Should documentary be successful, future regional or provincial documentaries could be possible.</p> <p>Cecelia P. reinforced CSLA's commitment/support for the documentary project. A letter of support provided by CSLA for \$50,000 which the project has used \$7,500 of that amount. Rex Murphy has completed and delivered treatment for the project. Currently \$7,500 and \$6,200 committed to the project. Should the HRDC \$7,500 commitment be approved, the documentary</p>

	<p>committee would only require \$8,000 from CSLA for budget year 2000 along with the Landscape Foundation's letter of commitment. Approximately \$20,000 to \$25,000 support being sought in total for the project this year. Neil D. should know the budget requirements in 1 to 2 weeks. Concern by Neil D. and David A. that seeking funding for Landscape/Paysages and the documentary from Landscape Foundation could jeopardize both opportunities. Royalties could be considered as a source of money generation and could be more attractive to the foundation. Neil D. is seeking continued support.</p>
<p>18- Communication- Media Bulletin and Website</p>	<p>Webmaster contract is currently on a month to month basis. Sara-Jane G. commented the intention was to close down the website after the Congress. Cost is \$500/month to run. David M. gave credit to Slick Media for their work completed to date on the site. He has received positive feedback. He has also received comments from Slick Media that they are doing more work on the site. Slick Media to be directed that CSLA will be:</p> <ol style="list-style-type: none"> 1) re-evaluating the website 2) that a terms of reference would be forwarded and Slick Media would be allowed to bid on contract 3) in the interim, an exit plan is required. <p>Slick Media is currently monitoring, evaluating and forwarding e-mail for CSLA to David M.'s office. Currently \$6,000 in budget for site expenses. Vincent A. suggested to freeze all work on the website. Cecelia P. suggested a need for action in the interim until August 1 and until Fran P. is settled in to her position.</p>
	<p><u>Action:</u></p> <ol style="list-style-type: none"> 1. Fran P. to review and research the expansion and design of the website. A terms of reference to be developed for the design and monthly maintenance of the site. 2. Arthur Timms to be requested to assist to upkeep the site from OALA by David A. in the interim until August 1. 3. Communications Committee to contact Slick Media with new direction.
<p>19. NRC Proposal</p>	<p>David A. less interested in the proposal Fran P. suggested that the request could be sent out in the Bulletin. Sara-Jane G. suggested that BOG could write a letter of support for project as it is a good use of tax dollars. Vincent suggested that to request \$60,000 from professionals is not right, but strongly supports the project. MOVED by Sara-Jane Gruetzner, seconded by Vincent Asselin: That the Board of Governors support the project in recognition of the design profession in the building of the capital and that the Board supports the expenditure of tax payer's dollars to realize the project and that CSLA can not provide financial support. CARRIED.</p>
	<p><u>Action:</u></p> <ol style="list-style-type: none"> 1. Sara-Jane G. to write draft letter to the chairperson which will include an offer of support to approach the membership, but that the CSLA are currently unable to offer financial support.

	2. Sara-Jane G. to draft letter to NRC representative to thank him for coming to the BOG meeting. Letter to be forwarded to the BOG by e-mail for comment. Cecelia P. to sign letter.
20. Strategic Plan -- Assigned Responsibilities	Responsibilities assigned to each BOG member as follows: 1) Governance - Barry Yanchyshyn and Sara-Jane Gruetzner 2) Education - Andrew Wilson/Judy Walker from BCSLA and Donna ? (the replacement for David Anselmi) 3) Communications - Andrew Wilson and Alex Boraviecka 4) Outreach - Executive Committee Strategic Plan to become the "1999 - 2000 Strategic Plan".
	<u>Action:</u> 1. Vincent A. and Fran P. to work together on the coordination of the Strategic Plan: actions, outcomes, budgets, timelines and priorities.
21. Budget 2000	Cecelia P. commented that the 2000 Budget is achievable. Item #14 (Expenses): \$22,500 changed to include additional \$750 for Executive Director salary. Another publication may add additional revenue from advertising sales. Decision to leave out \$1,000 additional cost for administration/office costs. Cecelia P. suggested holding the budget and await funding outcome from the documentary before deciding on the 3 rd issue--or move money forward to the next year or move the \$1,000 to ACD support. MOVED by David M., seconded by Sara-Jane Gruetzner: That the Board accept the Draft 2000 Budget. CARRIED. Reference added to budget in the form of an asterixed note that the total funds may not be used in the current year.
22. National Publication	MOVED by Sara-Jane Gruetzner , seconded by David Mitchell: That the Executive Committee be directed to explore the use of additional/unused Budget 2000 funds to put towards the expense of producing the Landscape/Paysage publication in 2000. 7 IN FAVOUR . 2 AGAINST.
	Left meeting.
23. New Business	
24. Adjournment	