

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

**Minutes of the Board of Governors Meeting  
April 19 & 20, 2001  
Fort Calgary, Calgary Alberta**

**Present:**

Cecelia Paine FCSLA, President  
Vincent Asselin FCSLA, President Elect  
Alexandra Borowiecka, NWTLA  
Gordon Forsyth, SALA  
Sara-Jane Gruetzner, AALA  
Myke Hodgins, AAPQ

Jim Melvin, OALA  
Fran Pauzé, Executive Director  
Andre Schwabenbauer  
Andrew Wilson, BCSLA,  
Barry Yanchyshyn, MALA

**1. Call to Order**

The president, Cecelia Paine, called the meeting to order and extended thanks to Sara Gruetzner for her help in organizing the meeting and providing the location at Fort Calgary.

**2. Approval of Agenda**

The president asked if there were additions or deletions for the agenda.

**Motion 2001-2-1**

**Moved by Andrew Wilson, seconded by Barry Yanchyshyn " That the agenda be approved."**

**Motion carried, unanimous**

**3. Approval of Minutes of Previous Meeting**

The president asked if there were any additions, corrections or deletions to the minutes. With some spelling corrections the minutes are accepted.

**Motion 2001-2-2**

**Moved, by Jim Melvin, seconded by Barry Yanchyshyn " That the minutes of the March 5, 2001 be approved."**

**Motion carried, unanimous**

**4. Review of Action Items from Previous Meeting**

The Action items were reviewed and the following were carried forward:

**ACTION:** Fran to research with ASLA how their Web site is administered in terms of a separate section for Members only and Fran will also investigate the cost to CSLA of implementing such a section.

**ACTION:** Vincent Asselin to follow up on general strategy for presentation of Honour Awards at Congress 2001.

**ACTION:** A promotion strategy is needed for the future in order to maximize media coverage for the CSLA Professional Awards.

**5. President's Report**

The President, Cecelia Paine submitted a written report detailing recent activities.

As this is her last meeting as President she expressed her thanks to the Board of Governors and to Fran Pauzé for their help and support.

**ACTION:** Cecelia Paine will send a letter to David Mitchell, Past-president, Chair of Nominating Committee to thank him for his contribution with the elections.

The President distributed copies of the Annual report, which will be sent out to all members when it is finalized.

The President recommended the appointment of Margot Long as chairperson of the Silver Medal Awards Committee. The original term will be for three years with the possibility of extending for another term. The

Fran Pauzé, Executive Director

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possibility of expanding the student awards program is discussed. Jim Melvin commented that when the program was first begun in 1994 or 1995, 100 medals were purchased, and as the stock will need replenishing, BoG should provide for this in the budget. As well each school was to provide ribbons for the medals. He suggested that Margot Long might look into these items.

**Motion 2001-2-3**

**Moved by Andrew Wilson and seconded by Vincent Asselin "that Margot Long be appointed the chairperson of the Silver Medal Committee"**

**Motion Carried, unanimous**

The NRC Municipal Infrastructure approached the CSLA for participation and this request was forwarded to CSLA members. The president expressed thanks to Sara-Jane Gruetzner for her part in obtaining this information for CSLA.

The ASLA is promoting the formation of affiliated Student Chapters at Canadian Universities. The president had suggested that the students at the University of Manitoba approach the CSLA board to establish what cost, benefits and outcomes this might provide to students and the profession.

Barry Yanchyshyn reported that he met with students at University of Manitoba and suggested that the CSLA should formalize the student's status. MALA will sponsor the student association but an endorsement from CSLA is needed.

**Motion 2001-2-4**

**Moved by Barry Yanchyshyn and seconded by Andrew Wilson, "that the President send a letter of support to the students for the formation of student chapters of ASLA at the University of Manitoba."**

**Motion Carried, unanimous**

**ACTION:**

1. The CSLA will request from ASLA an outline of benefits and responsibilities for student associations.
2. The CSLA will make all student associations in university landscape architecture programs across Canada aware that the CSLA has endorsed this.
3. Ask Margot Long if she is willing to serve as student outreach co-ordinator with a goal of increasing student involvement and to inventory what we do for students.

Vincent Asselin asked why we are not creating CSLA student members. Discussion ensued regarding benefits ASLA is offering to students and what benefits CSLA could offer.

**Motion 2001-2-5**

**Moved by Vincent Asselin, seconded by Myke Hodgins " that the CSLA establish CSLA student chapters at the six Accredited programs in landscape architecture in Canada."**

**Motion Carried, 4 in favour, 3 opposed, the President supported the motion in order to break the vote.**

There was discussion regarding what it will mean to have these chapters and what impact it will have on CSLA.

**ACTION:** Margot Long and Andre Schwabenbauer to work on implications of creating the student chapters and come back to Board with a recommendation.

**Member representation**

The president presented a request for funding from a national committee. She suggested a policy was needed on how to recognize requests for support and funding for national and international projects which are received at the CSLA office. Discussion followed and it was established that all requests must be submitted in writing and the parameters of funding priorities must be clearly defined.

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The CSLA should appoint representatives where the organization's purpose is compatible with the purpose of CSLA and written reports must then be sent back to CSLA. Requests will be responded to as part of the annual budgeting process and are subject to availability of funds.

**Draft Motion Moved by Vincent Asselin and seconded by Myke Hodgins "that CSLA establishes a policy for appointing representatives and responding to funding requests".**

Discussion: Barry Yanchyshyn asked to defer this item until Governance comes up on the agenda. Sara suggested that the motion be finalized in discussions by the Governance committee.

**Draft Motion Carried- 4 in favor 3 opposed**

**ACTION:** Cecelia Paine to develop a policy and procedure for responding to funding requests.

**Honourary Members**

The president recommended at the last Board of Governors meeting that Don Barron be given recognition for his participation in the creation of the Alliance. He has in turn made a proposal to recognize all members of the Alliance. Discussion ensued and it was determined that it was not appropriate for the CSLA to recognize these people and that the timing was not appropriate for this kind of recognition. It was further recommended that CSLA decline as an Honourary membership is usually given to someone outside the profession whose work enhances the profession and is affiliated with the ideals of landscape architects.

**Motion 2001-2-6**

**Moved by Jim Melvin and seconded by Sara Gruetzner "that the CSLA decline to give an Honourary membership to the members of the Alliance as proposed by Don Barron"**

**Motion, Carried**

**LABash**

The event was held in Montreal on March 9 & 10 and CSLA hosted a lunch and the president spoke with the many chapter presidents. The president also spoke at the banquet on Saturday night as well as at the AAPQ AGM.

**Congress 2001**

The agreement has been signed with AAPQ and the budget has been approved by both AAPQ and CSLA.

**CSLA/AAPC Lifetime members**

The president suggested that once a member becomes a lifetime or emeritus member of a component association, the same membership would follow automatically with Canadian Society of Landscape Architects.

**ACTION:** Andrew Wilson will look at the status of Lifetime/ Emeritus memberships with Margot Cantwell and whether there are Bylaw revisions required. They will present a report to Board of Governors.

The president, Cecelia Paine, presented the conclusion of her report including recommendations on Committee structure and the formation of more effective committees.

A clearer description of roles and responsibilities for the President, president-elect and Board of Governors representatives and an established method of achieving Bylaw changes and policies & procedures are also needed.

**6. Executive Director's Report**

Fran Pauzé submitted a written report detailing recent activities including the updating of the Website with recent Congress 2001 information; and the creation of a new central job listing page on the site with postings in English or French, as received. Job postings will be accepted from non-members looking to hire landscape architects at a rate of \$50.00 for a term of two months. We will not accept resumés from non-members.

Fran Pauzé, Executive Director

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The elections went very well and had a very good response. Andre Schwabenbauer was chosen as the next president-elect having received a majority of votes cast.

The next issue of the Bulletin will be coming out in June. Suggestions or articles are welcome.

The Roster is almost complete and will be mailed out to members in May.

Information for Congress 2001 is now on the Website and information also was sent to the Universities for students before the end of term. The grant application requesting funding from Heritage Canada has gone out. The mailing form for registration will be sent out in late May by the ASLA.

#### **7. 2001 Financial Report & 2000 Financial Statements**

Vincent Asselin presented the 2000 Financial Statements that were prepared by Warren Snelling. The budget items for revenue were met. Expense changes reflect the cost of the third issue of *Landscape/Paysages* as do advertising revenues.

Accreditation expenses were low, reflecting activity and separate accounting will now be maintained for this item. Overall, revenues exceed expenses with a small surplus and the general financial situation is very good.

It was noted that the CSLA's portion of profits from Congress 2000 has not yet been received.

Sara Gruetzner extended compliments to Excom on the handling of the finances for 2000.

#### **Financial Report 2001**

An up to date budget report was presented by Fran Pauzé. The CSLA is on track with the budget, for 2001. Component dues are generally up to date. Bulletin advertising is on target with \$1800.00 received towards a budget of \$5000.00.

Details include the payment by the University of Montreal of the Accreditation dues, and the payment by CSLA of the IFLA dues for 2001.

The budget for Congress 2001 has been approved and all of the accounting will be kept separate from that of the CSLA but will use the CSLA bank accounts. As the need occurs, the line of credit will be secured.

MALA has requested that the Bulletin be sent out to Associate members at a rate of \$7.50 to cover the additional printing costs and mailing.

The surplus in the budget is intended to go in to the Reserve Fund and the intent of replenishing the fund is noted

**ACTION:** Fran to advise the components that the Bulletin is available for Associates at a cost of \$7.50 per member per year.

The need to establish a line item for the replenishment of the Silver medals is discussed and the possibility of creating a special fund with LACF is proposed.

#### **8. Strategic Plan Update**

Vincent Asselin presented a new written report on the strategic plan which incorporated the last three reports. The goals and objectives remain basically the same but now require fine-tuning. Excom will look at a revision for the next Board of Governors meeting. Much has been accomplished and it is now important to sustain the programs we have as well as establish priorities for the future.

The Guiding principles were outlined (page 4 of Annual Report) that underlie the Strategic Plan.

The new Excom will recommend a set of principles for consideration at the next meeting to finalize the three-year plan.

It is very important to sustain the programs we have so that they are stable financially and also have the support of the membership. The current plan and the budget are structured together. Future budgets must be developed with a view to focusing on the guiding principles.

**ACTION:** The CSLA will publish Vincent Asselin's report on the Strategic plan in the next issue of the Bulletin.

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**ACTION:** The guiding principles will be published in the Bulletin with a request for feedback from the membership and a contact person named. Fran Pauzé to work with Andre Schwabenbauer & Vincent Asselin to prepare an article for the newsletter and also to send this document to components for feedback.

**ACTION:** Fran Pauzé to research the minutes and identify which ones are missing to create a complete record of Board of Governors minutes.

#### **9. Governance**

Sara-Jane Gruetzner submitted a written report. The Board of Governors had identified a review of the structure, roles of the Board and the responsibilities of Executive Director as a focus. The main focuses should be what we can do with resources we have and the need to communicate that to the members. It is important to encourage member involvement as well as to identify existing committees and what they do.

**ACTION:**

- ❖ Barry Yanchyshyn will represent a preliminary report on the mandates of the committees and clarification of reporting mechanism and accountability with assistance from Andre Schwabenbauer .
- ❖ Cecelia Paine will help provide information and clear job descriptions.
- ❖ Sara Gruetzner will complete the committee structure and turn the information over to Garry Carson, the new AALA representative.

**ACTION:** Fran to locate information in archives relating to CSLA Policies and Procedures manual. She will contact Tara at BCSLA re their Policies & Procedures.

#### **10. Documentary**

Jim Byrd provided an update on the status of the documentary and stated that the project must be funded from other sources. The committee has approached Air Canada to serve as a major sponsor and also the Nfld. & Labrador Film Development application for funding for script development. If the funding is obtained the project will proceed, if not they will re-submit at the next opportunity to request funds. He confirmed that the CSLA would not be asked for additional funds.

They will also approach Telefilm Canada, Nova Scotia Film Development and other sponsors. The budget for the project is \$950,000 which is in line with projects of a similar size. They have met with CTV and CBC who have expressed interest but will not commit until they see the script. Rex Murphy has been engaged as writer. He will begin work when funding is obtained.

The crew has been identified but no one has been retained as yet. The committee has also prepared a Business plan. Sponsor benefits have been clearly defined.

The president inquired as to the timeline and for what audience the documentary is being created and what is the focus. Mr. Byrd responded that the target audience is the general public and the focus is quite broad with a theme of the connection between the land, the people and the cultures.

If Air Canada is a sponsor, a special tailored version will also be created for use on aircraft.

Jim Melvin asked for assurances that the project would go ahead and that the CSLA's money had not been wasted. Mr. Byrd was unable to give this assurance. The anticipated first feedback will be in May or June when a response to the first funding request will be received.

The Board inquired as to the ownership and also what the CSLA will receive. The CSLA will gain visibility, will be listed as a sponsor and will own the rights after the first broadcast.

#### **11. Congress 2001**

Vincent Asselin submitted a report on the status of the Congress 2001 with a focus on the tours. All tours have been determined and each tour will have well informed guides available. There are many items to finalize including the location of the Host Chapter reception and the Gala but things are generally on schedule.

The budget has been approved based on revenues from ASLA of \$65,000 which, along with sponsorships received, will offset all expenses. The original expenses of CSLA of \$19,000 will be repaid from this amount. The remaining profit will be divided evenly at 50% each for CSLA and AAPQ.

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The AAPQ has obtained funding from IDM to fund the Landscape Architecture presentations and exhibits. The CSLA has requested funds from Heritage Canada for translation costs.

Growing the profession is a workshop that will present a unique opportunity to talk about the future of the profession and all of the elements relating to it. Additional funds will be required for this.

The Alumni receptions are being coordinated by Maurice Nelischer from the University of Guelph, Charlie Thomsen is coordinating the Fellows dinner and Jim Taylor will look after the LACF requirements.

Information to members will be included in the June Bulletin, and the registration form and mailing will be sent from ASLA in late May. The CSLA has rooms at the Queen Elizabeth secured for the Board of Governors for the duration of the Congress.

## **12. Financial Task Force**

Barry Yanchyshyn submitted a written report on behalf of the Financial Task Force Committee (Ron Middleton, Chair, Barry Yanchyshyn, Myke Hodgins, Jack Copeland & David Mitchell). The goal of the task force was to make recommendations on cost & revenue sharing from CSLA Congresses, how proceeds from Congress 2001 should be spent and recommendations on replenishment of the reserve fund.

The replenishment of the Reserve Fund was considered a priority for use of Congress 2001 profits. The suggestion was made that an amount also be set aside for specific activities or special projects. And a portion should be donated to the LACF. It should not be used for the day to day functioning of the CSLA.

The recommendations for cost and revenue sharing regarding CSLA Congresses are outlined in the report, and following discussion Board of Governors determined that future congresses should establish a formula for sharing of revenues for future Congresses as the situation dictates. The agreements should be modeled on the one drawn up for the 1994 Congress and also used in Edmonton in 1997. The budgeting process should involve the CSLA from the beginning and managed collaboratively.

### **Motion 2001-2-7**

**Moved by Vincent Asselin and seconded by Andrew Wilson "that the CSLA accept the recommendations as outlined in the Finance Task Force report with the deletion of the sentence "We suggest a target of three to five years to achieve the savings objective"**

### **Recommendation**

**1. Retain a reserve fund with a target value equal to at least one- third of the CSLA/AAPC annual budget.**

**2. If the reserve fund is below that amount, a budget is established to replenish it.**

**3. The fund is to be retained as an emergency fund to cushion the society against unforeseen expenses or revenue shortfalls, not as a source of funding for program items."**

**Motion carried, one opposed**

**ACTION:** Excom to integrate the replenishment of the reserve fund into the budget as a priority, and to establish a way to accomplish this.

### **Motion 2000-2-8**

**Moved by Vincent Asselin and seconded by Myke Hodgins, "that following the results of Congress 2001, the \$19,000 due to CSLA for previous expenses should be directed to the reserve fund.**

**Motion carried, unanimous**

### **Motion 2000-2-9**

**Moved by Vincent Asselin and seconded by Andrew Wilson " that the CSLA adopt the five recommendations set up in Finance Task Force report relating to Cost and Revenue sharing regarding CSLA/AAPC congresses and the CSLA start elaborating procedures for future agreement between CSLA and component associations. The recommendations are:**

- 1. The Congress organizing committee should have representation from both the component association and the CSLA/AAPC.**

Fran Pauzé, Executive Director

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2. A congress budget should be developed and approved by both the component association and CSLA/AAPC as early as possible in the planning process. This budget should identify any prior expenditures, by both associations, as well as all anticipated revenues and expenditures. CSLA/AAPC events integral to the Congress (e.g. LACF and College of Fellows meetings) should be identified as part of the Congress costs. The budget should be managed collaboratively with any changes approved by both the national and component associations.
3. There should be a clear written agreement between the CSLA/AAPC and the component association detailing duties, financial obligations, and revenue sharing.
4. Profits should only be considered those funds remaining after all costs, including reimbursement of seed funding and prior congress investment, have been paid.
5. Revenues should be shared between the CSLA/AAPC and component association, but the sharing formula may vary from congress to congress depending on circumstances.

**Motion carried, unanimous**

**ACTION:** Myke Hodgins, Andre Schwabenbauer and Andrew Wilson to develop a procedure for future congresses.

**ACTION:** Andrew Wilson to chair a committee to put together the policies and procedures manual.

The president noted that the Finance Task Force report is accepted and extended thanks to the committee on behalf of the CSLA.

**13. Salary & Fee Schedule**

Sara Gruetzner submitted a written report. The issue is the lack of guidelines for fees charged and salaries paid and there is no way of measuring this information nationally. AALA wants to know if CSLA is interested to develop national survey. The information to be obtained will be useful to landscape architects. The board determined to ask the components if there is interest in cost sharing such a survey. The possibility of putting the questionnaire in the Bulletin or on the Website is discussed.

**14. Component reports**

**BCSLA**

Andrew Wilson submitted a written report outlining some recent activities in BC including the lifetime membership given to Cornelia Oberlander and Don Barron, the revision of the BCSLA Bylaws, and the adoption of Metrix as insurer for BCSLA.

**ACTION:** Fran Pauzé should contact BCSLA, Jay Lazzarin, for more information on the insurance to put into the Bulletin

**OALA**

Jim Melvin submitted a written report, and outlined some of the activities in Ontario. The AGM and symposiums were a success. Jim Melvin will work with OALA to obtain the CSLA's portion of Congress 2000 profits. The OALA is concerned about the expense and the poor pass rate of the LARE. Eha Naylor is pursuing a tax rebate to offer to clients who use the services of professional designers in projects that improve technology.

**NWTALA**

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Alex Borowiecka submitted a written report. They are considering the creation of a Pan Northern association to work with the Yukon. The creation of the Nunavut component is also discussed and the implications for NWTALA.

**Nunavut**

The potential new component was discussed and the implications for CSLA. There are 5 possible members and the BoG considers sending a letter of support in principal with a recommendation that they form the association in order to get Name Act status.

**MALA**

Barry Yanchyshyn submitted a written report outlining activities with the Name Act legislation, membership increase and the Awards program.

**AALA**

Sara Gruetzner submitted a written report which includes information about the increase in membership to 86 Full members, and 17 Associates..

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**15. Outreach: IFLA**

Jim Taylor submitted a written report. He informed the board that IFLA will support Canada's bid to host the World Council in 2003. The CSLA must convey this bid before the June meeting in Singapore.

He recommended the following actions:

**ACTION:**

1. The CSLA Board of Governors officially endorses the bid to hold the IFLA World Congress in Canada and prepare a letter advising the IFLA committee.
2. The CSLA Board of Governors appoint the IFLA delegate to form a preliminary organizing committee to investigate potential locations for the World Council and World Congress in 2001.
3. The committee would recommend suitable dates and examine the opportunity to hold the Congress in conjunction with a CSLA AGM/ Congress.
4. The committee would recommend a preliminary budget, organizing committee structure, general congress theme revenue sharing formula and establish a time frame for this work.
5. The chair (IFLA Delegate) would present the bid to the World Council and to the World Congress of IFLA in 2001.

The number of attendees (approximately 200-400 including CSLA members) and possible locations are discussed. Efficiency of travel and proximity to a major airport is important and Toronto and Calgary would be given consideration as the last IFLA congress in Canada was in Vancouver.

The location may dictate the theme. One possible theme is Sustainable Communities and there is also a possibility of securing a co-sponsorship from CMHC.

**Motion 2000-2-10**

**Moved by Vincent Asselin, seconded by Myke Hodgins "The CSLA Board of Governors officially endorses the bid to hold the 2003 IFLA World Congress in Canada and prepare a letter advising the IFLA committee."**

**Motion Carried, unanimous**

**Motion 2000-2-11**

**Moved by Vincent Asselin seconded by Gord Forsyth " That the CSLA Board of Governors appoint the IFLA delegate to form a preliminary organizing committee to investigate potential locations for the World Council and World Congress in 2003. The chair (IFLA Delegate) would present the bid to the World Council and to the World Congress of IFLA in 2001."**

**Motion Carried, unanimous**

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The direction was made to the Excom that the CSLA 2001 budget be revised to permit \$1000.00 to be used for the IFLA proposal expenses.

**ACTION:** Jim Taylor will report to the Board of Governors through Vincent Asselin on progress of bid. Mr Taylor suggested that since Vincent Asselin will be President, and possibly be in Asia in June, he should try to attend the Singapore meeting to act as a liaison.

**16. Outreach: 2001 Professional Awards Program**

Barry Yanchyshyn presented a written report from Ian Corne and gave an outline based on their meeting in Winnipeg. The main job of the chair should be jurying and organizing of submissions but with so much remaining undone from the 2000 Awards, Ian was kept busy catching up. A committee is needed to liaise with regional contacts. Coordination from a central point and clear delineation of tasks is essential. The transportation of the display needs to be coordinated.

Ian supports the division of the program into 4 areas as per the report:

- ❖ Submission and jury of Entries
- ❖ Presentation of Awards,
- ❖ Promotion of Awards, and
- ❖ Administration of program.

**Motion 2001-2-12**

**Moved by Barry Yanchyshyn and seconded by Gord Forsyth, "that the CSLA Professional Awards Program and activities described therewith fall under a new committee named the CSLA Professional Awards Committee. The CSLA professional Awards committee requires the efforts of five people assembled with representation from each of the national regions. At least one member of the committee should be a CSLA Governor.**

**Motion Carried, Unanimous**

**ACTION:** To Ian Corne, Barry Yanchyshyn and the president

- ❖ Ian Corne's report becomes the base document for the terms of reference for the committee.
- ❖ Guidelines for jurying and submissions and a clear message of the criteria in both areas is needed.
- ❖ A draft terms of reference will be presented at the next BoG meeting.
- ❖ A request will be made to the components for nominations to the Professional Awards committee from each region.
- ❖ Barry Yanchyshyn will ask Valerie Lindberg if she is willing to take on some of the clerical work.

Vincent Asselin commended the report and the detailing of problems. The CSLA should not subsidize the Awards program- the cost of jury expenses is covered by the components. Andre Schwabenbauer and Cecelia Paine suggest a terms of reference and timeline are needed for the committee. Administrative support is needed and the president suggested that Ian and Barry determine how much help is needed and look at if this can be accommodated in the next budget.

**ACTION:** the president will send a letter to the Chair of the Awards committee and all of MALA commending them for their efforts and assistance in delivering this program to the members.

**17. Component Reports (Continued)**

**SALA**

Gord Forsyth submitted a report. There are 4 new members this year and 3 members moved with a net increase in membership of 1. The Name Act legislation is still in process. SALA has a new Website which is intended to replace the newsletter.

The opening of the Weir project and the presentation of an Honourary memberships to HRH, the Prince of Wales are highlights this year. The president extended congratulations to SALA for the organization of the event.

**AAPQ**

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Myke Hodgins submitted a report. There are now 210 members and 80 interns. Issues being worked on are the revision of the internship policy, website and the creation of the Québec Awards of excellence. These will not conflict with CSLA awards but are designed to raise visibility and to recognize local partners. They have secured a sponsor so there will be no cost to AAPQ. The AAPQ has been successful in securing sponsorship recently.

**18. Communications: National Communications Strategy**

Internal communications in CSLA has gone from poor to excellent in the past year. On the agenda now should be external communications as per notes from the workshop held last year in May. Gord Forsyth requested direction from the board on where we want to go with communications and what is the focus and target.

The possibility of developing an advertising policy was discussed. Barry Yanchyshyn suggested a questionnaire to the components asking what they are doing in advertising and communications in order for the CSLA not to duplicate but to compliment their activity.

Jim Melvin suggests the development of a promotional strategy and the creation of links with national programs and bodies like HRDC and External Affairs. There is a need for more printed information about CSLA to provide external information in order to communicate to the Ministries responsible for hiring landscape architects. Informing the general public about what landscape architects do, the many projects that enhance our lives and the value to potential clients will raise awareness.

Reproducing the previous brochure is considered but it was not bilingual, and there were other concerns. The creation of new external marketing materials with the possibility of developing a brochure which could be considered a special project needing funding is discussed.

**ACTION:** Gord Forsyth will collect promotional material from the components and work on the development of new materials for the CSLA including budget implications and timeline. He will make a recommendation to BoG.

**19. Alternate Revenue**

Andrew Wilson submitted a written report outlining the points to be considered. There are 5 current sources of revenue and the CSLA must establish what the goal is and whether additional revenues should come from dues increases, or other sources. The possibility of changing or adding to membership categories or adding to them is considered. This would require Bylaw changes. Recommendations are to increase the categories of membership as dues increases are only in force when they are approved by the components. Other opportunities for revenues are publications, Congresses and increasing the profile and participation in the Awards program.

Available grants and sponsorships should be explored. Andrew Wilson recommends that the Executive Director dedicate a percentage of time to acquisition of grants and sponsorships.

BoG noted that terminology in the components is not the same- an associate in one is called an intern in another and it is felt that standardizing titles should be a priority. OALA has category of Associates that are graduates of programs – some have passed LARE exams, some have not.

The item will be carried forward for more in depth discussion at the next meeting to establish if there is consensus re expansion of membership. It is noted that some components already have new categories to include people interested but non-licensed landscape architects

Barry Yanchyshyn said the idea of increasing categories will increase membership base which will strengthen the organization as well as assist financially but CSLA membership must still be through the component.

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**ACTION:** Andrew Wilson will continue to refine the report and will present it at the next BoG meeting and will collaborate with Margot.

**20. Outreach: Life & Emeritus Members**

The report from Margo Cantwell is tabled and the Board of Governors proposed asking Margot to complete it and come back to Board of Governors with a recommendation re the implication to CSLA of the creation of lifetime or emeritus members. The report is accepted and more refinement is requested.

**21. BOG Meeting Schedule**

The next meeting will be a teleconference on Wed. July 18, 11 AM EST. Following this BoG will meet in Montreal in September. There will then be a teleconference meeting in November or December- date to be determined.

Following a proposal from Jim Melvin, the possibility and merits of holding the AGM out of the country is discussed. It could create a more informal meeting which might be more attractive to the membership. Mr. Melvin will pursue the study of this proposal and come back to the board with a detailed strategy regarding this possible action. It is not seen as a short-term solution, but something to be considered in the coming years.

As the Board of Governors has not held meetings in the Atlantic region for several years, the Ex Com will discuss the possibility of holding the next AGM in spring 2002 with the APALA members.

**22. Other Business**

The dues increase and the possibility of levying the dues increase at the BoG meeting without changing the Bylaw at the AGM is discussed. It is generally thought that the Bylaw change could create other problems. BoG determines that staying with the system as is will create less friction and BoG members will go back to the components for support and therefore will withdraw the proposed change.

**Motion 2001-2-13**

**Moved by Andrew Wilson and seconded by Barry Yanchyshyn" that the Board withdraw the proposed changes to the Bylaws as proposed to the membership an, 15, 2001."**

**Motion carried, 2 abstentions**

**The proposed changes were:**

**By-law IV, Section 4 reads:**

Each component association shall pay annually to the Society a fee based on a per capital rate for all members in good standing for the purpose of continuing functions. The rate shall be recommended by the Executive Committee and approved by the Board of Governors. In addition, component associations may be levied fees for special project activities which each association chooses to support, and in an amount based on a per capital rate for all members, to be determined by the Board of Governors. This annual sum must be remitted by April first each year. The fiscal year of the Society shall begin on January first.

**The modification proposed is:**

Each Component Association shall pay annually to the Society a fee based on a per capital rate for all members in good standing for the purpose of continuing functions. The rate shall be recommended by the Board of Governors and voted on by the CSLA membership at the CSLA Annual General Meeting. In addition, Component Associations may be levied fees for special project activities which each association chooses to support, and in an amount based on a per capital rate for all members, to be determined by the Board of Governors. This annual sum must be remitted by April first each year. The fiscal year of the Society shall begin on January first.

**By-law IV, Section 5 reads:**

The Component Associations' annual dues to be paid to the Canadian Society of Landscape Architects shall be established by a two-thirds majority vote at a meeting of the Governing Board.

**The modification proposed is:**

The Component Associations' annual dues to be paid to the Canadian Society of Landscape Architects shall be established by a majority vote of members at the CSLA Annual General Meeting.

Fran Pauzé, Executive Director

Board of Governors

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Amended and approved. Sept. 2001

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BCSLA does not support a dues increase and did not table the increase at their AGM. If the increase is approved, BCSLA will be in arrears. BCSLA will comply with a levy for a specific project -perhaps the creation of a new brochure or another special project.

**Motion 2001-2-14**

Moved by Sara Gruetzner and seconded by Gord Forsyth "that the CSLA approve a dues increase of \$ 5.00 effective Jan. 1, 2001"

Motion carried, 6 in favor, 2 opposed

**23. Adjournment**

**Motion 2001-2-15**

Moved by Vincent Asselin "That the April 19 & 20 meeting of the CSLA Board of Governors be adjourned."

